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1988 SURVEY OF BUYING POWER

SECTION A: USER'S GUIDE AND HIGHLIGHTS

SECTION B: SUMMARIES AND METRO MARKET RANKINGS

SECTION C: METRO, COUNTY, AND CITY DATA BY STATE

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1988 SURVEY OF BUYING POWER

AUGUST 15, 1988

USER'S GUIDE

A USER'S GUIDE TO THE SURVEY OF BUYING POWER

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

SURVEY HIGHLIGHTS

SUMMARIES & METRO MARKET RANKINGS

U.S., REGIONAL & STATE SUMMARIES OF

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METRO, COUNTY & CITY TOTALS

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ABP MPA

USER'S GUIDE

A USER'S GUIDE TO THE SURVEY OF BUYING POWER

A sampling of some of the many ways the *Survey* can be used for sales, marketing, and advertising applications.

HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections, Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded according to your specific needs. To acquaint yourself with the *Survey*, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

SECTION 1: SALES
- **A.** Measuring Sales Performance
- **B.** Setting Sales Goals
- **C.** Setting Quotas
- **D.** Territory Analysis

SECTION 2: MARKETING
- **A.** Measuring Market Potential
- **B.** Developing Marketing Strategies and Distribution Channels
- **C.** Evaluating New Product Potential

SECTION 3: ADVERTISING
- **A.** Test Market Selection
- **B.** Co-op Advertising Allocation
- **C.** Media Allocation
- **D.** Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI can be produced that charts the potential of a particular metro, county, or city relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure by the BPI for a particular market. Using the New York metro market as an example (BPI = 3.6612), this gives you a total of 36,612, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Canadian Data?

Although Sales & Marketing Management produces population, income, and retail sales data for Canadian markets, these figures are not included in this issue. If you would like to receive these updated statistics, we would be happy to supply you with formatted data on a request basis. Inquiries should be directed to Bristol Voss, Librarian, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017. As always, there is no charge for this service.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{36{,}612} \quad \text{which equals:}$$

PI = 1.37, or 137.

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure (BPI x Total Sales) by roughly 37%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general. By using more specific factors in your BPI—consumers between the ages of 18 and 34 with household incomes over $25,000, for instance—you can effectively narrow your market profile. For a more in-depth explanation of how such a BPI is calculated, see the Survey Highlight on "How to Construct a Custom BPI" on page A-13.

B. Setting Sales Goals

If you've found that the *Survey*'s BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that

SURVEY HIGHLIGHT

Metros with the Highest (and Lowest) Median Age:

The Highest . . .

Rank	Metro	Median Age
1.	Sarasota, FL	51.1
2.	Bradenton, FL	45.4
3.	Fort Myers-Cape Coral, FL	42.8
4.	Daytona Beach, FL	41.8
5.	West Palm Beach-Boca Raton-Delray Beach, FL	41.7
6.	Fort Lauderdale-Hollywood-Pompano Beach, FL	40.7
7.	Tampa-St. Petersburg-Clearwater, FL	40.5
8.	Naples, FL	40.1
9.	Fort Pierce, FL	39.5
10.	Ocala, FL	38.3

The Lowest . . .

Rank	Metro	Median Age
309.	Grand Forks, ND	26.7
310.	Champaign-Urbana-Rantoul, IL	26.6
311.	Lawton, OK	26.6
312.	Kileen-Temple, TX	26.5
313.	Laredo, TX	26.4
314.	Lawrence, KS	26.2
315.	Fayetteville, NC	26.1
316.	Bryan-College Station, TX	24.5
317.	Jacksonville, NC	23.7
318.	Provo-Orem, UT	23.1

SOURCE: *Sales & Marketing Management; 1988 Survey of Buying Power.*

figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply the BPI by your new target figure of 1.1 million, which gives you a revised goal of 40,273.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of sales-related problem.

Let's say that your company sells briefcases. From your experience in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 255,700, has a median age of 51.1 years, compared with a U.S. average of 32.5. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 28.7. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1195 is only slightly higher than Tallahassee's .0831.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (General Merchandise stores), making sure that these factors are weighted according to their relative importance.

C. Setting Sales Quotas

What is a fair quota? Basically, it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in the *Survey of Buying Power*, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index

SURVEY HIGHLIGHT

Metros with the Highest Percentage of Households with Incomes of $50,000 or More

Metro	% of Households with EBIs of $50,000+	1987 Median Household EBI
Nassau-Suffolk, NY	44.0%	$45,412
Bridgeport-Stamford-Norwalk-Danbury, CT	42.6	42,751
San Jose, CA	39.9	41,748
Middlesex-Somerset-Hunterdon, NJ	38.3	41,378
Washington, DC	36.9	39,355
Bergen-Passaic, NJ	35.5	38,147
Oxnard-Ventura, CA	34.5	38,157
Aneheim-Santa Ana, CA	33.7	37,532
Trenton, NJ	33.7	36,457
Lake County, IL	33.4	38,254
Newark, NJ	32.2	35,056
San Francisco, CA	31.7	34,648
Oakland, CA	31.3	34,920
Manchester-Nashua, NH	30.5	35,668
Hartford-New Britain-Middletown-Bristol, CT	30.3	35,784
Poughkeepsie, NY	30.0	35,920
Monmouth-Ocean, NJ	29.4	33,725
Anchorage, AK	29.4	34,008
Boston-Lawrence-Salem-Lowell-Brockton, MA	29.3	33,895
New Haven-Waterbury-Meriden, CT	29.2	34,288
Honolulu, HI	28.3	32,848
Seattle, WA	27.5	33,476
Kenosha, WI	27.1	34,483
Richland-Kennewick-Pasco, WA	26.5	34,398
Los Angeles-Long Beach, CA	26.2	30,059
U.S. Total	**18.1%**	**$25,888**

SOURCE: Sales & Marketing Management; *1988 Survey of Buying Power.*

changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

D. Territory Analysis

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of *Survey* data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with

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this in mind, you now need to decide where your territory boundaries should be drawn for the best possible coverage.

In the October *Survey of Buying Power—Part II*, you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

MARKETING APPLICATIONS

A. Measuring Market Potential

In order to make the most efficient use of the *Survey of Buying Power* in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with the *Survey*'s geography. Markets can be identified at a number of different levels—regions, states, metros, counties, or even cities with populations of 40,000 or more.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above-mentioned geographic configurations.

Having acquired such information, the *Survey* can then be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.

2. Identify the industry/product sales for that market through the use of a standard or custom BPI (BPI x total U.S. sales).

3. Identify your actual sales in that market.

4. Calculate your share of market by dividing item No. 2 by item No. 3.

5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is

SURVEY HIGHLIGHT

Percentage of Black Population in the Nation's 50 Largest Metros

Metro	% Black Population	Black Pop. (Thous.)
Memphis, TN	41.7%	403.8
New Orleans, LA	32.6	436.2
Norfolk-Virginia Beach-Newport News, VA	28.7	384.5
New York, NY	26.1	2,227.9
Washington, DC	25.9	939.7
Baltimore, MD	24.9	581.1
Chicago, IL	23.8	1,473.1
Atlanta, GA	23.6	632.1
Newark, NJ	22.6	430.8
Charlotte-Gastonia-Rock Hill, NC-SC	21.7	236.2
Detroit, MI	21.0	914.8
Houston, TX	19.5	632.1
Philadelphia, PA	19.4	942.2
Miami-Hialeah, FL	18.9	344.1
Cleveland, OH	18.8	345.7
St. Louis, MO	17.3	425.5
Dallas, TX	16.7	405.0
Oakland, CA	14.8	292.9
Indianapolis, IN	14.6	179.1
Louisville, KY	13.2	127.9
Cincinnati, OH	12.7	180.8
Kansas City, MO-KS	12.6	194.9
Los Angeles-Long Beach, CA	12.5	1,071.6
Fort Lauderdale-Hollywood-Pompano Beach, FL	12.1	144.3
Columbus, OH	11.5	151.6
Buffalo, NY	11.4	110.7
Fort Worth-Arlington, TX	11.2	140.1
Milwaukee, WI	11.0	153.1
Tampa-St. Petersburg-Clearwater, FL	9.8	194.1
Oklahoma City, OK	9.0	89.4
Rochester, NY	9.0	89.5
Pittsburgh, PA	8.3	174.9
San Francisco, CA	8.3	132.0
Bergen-Passaic, NJ	7.6	99.4
Hartford-New Britain-Middletown-Bristol, CT	7.5	82.8
San Antonio, TX	7.4	93.9
Nassau-Suffolk, NY	7.0	186.8
Monmouth-Ocean, NJ	6.5	62.7
Sacramento, CA	5.6	76.4
San Diego, CA	5.6	130.6
Boston-Lawrence-Salem-Lowell-Brockton, MA	5.5	203.4
Denver, CO	5.2	87.9
Riverside-San Bernardino, CA	5.0	109.6
Seattle, WA	3.7	65.6
San Jose, CA	3.2	45.9
Phoenix, AZ	3.2	63.0
Portland, OR	2.8	33.3
Minneapolis, MN	2.4	56.1
Anaheim, CA	1.3	28.8
Salt Lake City, UT	0.9	9.1

SOURCE: Sales & Marketing Management; 1988 Survey of Buying Power.

SURVEY HIGHLIGHT

Percentage of Hispanic Population in the Nation's 50 Largest Metros

Metro	% Hispanic Population	Hispanic Pop. (Thous.)
San Antonio, TX	52.0%	660.7
Miami-Hialeah, FL	42.5	772.3
Los Angeles-Long Beach, CA	32.1	2,741.4
Riverside-San Bernardino, CA	21.4	465.7
New York, NY	21.0	1,713.8
San Jose, CA	20.6	292.6
Houston, TX	18.5	597.6
Anaheim-Santa Ana, CA	17.7	394.6
San Diego, CA	17.3	400.5
Phoenix, AZ	14.7	292.6
San Francisco, CA	13.2	210.8
Sacramento, CA	12.3	152.1
Dallas, TX	11.3	273.4
Denver, CO	11.0	184.9
Chicago, IL	9.9	612.8
Fort Worth-Arlington, TX	8.8	110.9
Bergen-Passaic, NJ	8.5	111.2
Newark, NJ	8.2	155.6
Tampa-St. Petersburg-Clearwater, FL	5.6	111.6
Salt Lake City, UT	5.1	54.0
Nassau-Suffolk, NY	4.6	122.3
Hartford-New Britain-Middletown-Bristol, CT	4.5	50.2
New Orleans, LA	4.0	53.1
Washington, DC	3.1	113.6
Monmouth-Ocean, NJ	3.0	29.4
Philadelphia, PA	2.7	132.5
Boston-Lawrence-Salem-Lowell-Brockton, MA	2.6	96.1
Milwaukee, WI	2.5	36.6
Kansas City, MO-KS	2.5	38.0
Oklahoma City, OK	2.4	23.6
Fort Lauderdale-Hollywood-Pompano Beach, FL	2.3	27.3
Rochester, NY	2.2	22.4
Seattle, WA	2.1	37.1
Detroit, MI	1.8	80.0
Norfolk-Virginia Beach-Newport News, VA	1.7	23.1
Buffalo, NY	1.6	15.5
Cleveland, OH	1.4	26.3
Atlanta, GA	1.2	31.9
Minneapolis, MN	1.1	25.1
Baltimore, MD	1.0	23.8
St. Louis, MO	1.0	25.4
Memphis, TN	1.0	9.8
Indianapolis, IN	0.8	9.8
Charlotte-Gastonia-Rock Hill, NC-SC	0.8	9.2
Columbus, OH	0.7	9.1
Cincinnati, OH	0.6	8.4
Louisville, KY	0.6	6.1
Pittsburgh, PA	0.6	11.8
Portland, OR	0.1	1.2

SOURCE: Sales & Marketing Management; 1988 Survey of Buying Power.

performing at 20% below par or potential.

In a nutshell, here's how it works: You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 x $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated potential. Using actual sales would yield an 8.2% market share.

B. Developing Marketing Strategies and Distribution Channels

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchan-

SURVEY HIGHLIGHT

For Richer or for Poorer: Median Household Effective Buying Income for the Top 10 . . .

Metro	1987 Median Household EBI
Nassau-Suffolk, NY	$45,412
Bridgeport-Stamford-Norwalk-Danbury, CT	42,751
San Jose, CA	41,748
Middlesex-Somerset-Hunterdon, NJ	41,378
Washington, DC	39,355
Lake County, IL	38,254
Oxnard-Ventura, CA	38,157
Bergen-Passaic, NJ	38,147
Anaheim-Santa Ana, CA	37,532
Trenton, NJ	36,457

. . . and the Bottom 10 Metros

Metro	1987 Median Household EBI
Alexandria, LA	$18,624
Monroe, LA	18,566
Panama City, FL	18,130
Brownsville-Harlingen, TX	17,588
Ocala, FL	17,553
Gadsden, AL	17,546
Las Cruces, NM	17,214
Jacksonville, NC	16,506
McAllen-Edinburg-Mission, TX	15,460
Laredo, TX	15,390

SOURCE: Sales & Marketing Management; *1988 Survey of Buying Power.*

dise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

Metro	Custom BPI
San Jose, CA	10.92
Washington, DC	8.96
Brazoria, TX	7.08
Anchorage, AK	5.95
San Francisco, CA	5.82
Seattle, WA	4.36
Denver, CO	4.11
Atlanta, GA	4.02
Houston, TX	3.92
Dallas, TX	3.38
10-Market Total	**58.52**

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise. In addition, these figures can be checked by looking at the metro-market rankings of general merchandise store sales in Section B to see how the targeted metros compare with these listings, a procedure that can also be used with rankings for population, EBI, total retail sales, and the general Buying Power Index.

C. Evaluating New Product Potential

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using the *Survey of Buying Power*, you can put together a strategy that will help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of your raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember, Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What the *Survey* will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $35,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship, and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from the *Survey*, the results will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection

One of the most valuable aspects of the *Survey of Buying Power* is its usefulness in selecting test markets. Unfortu-

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the *Survey*'s data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the *Survey*.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the *Survey*'s three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the *Survey* offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/ EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000)*.

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

*** Note:** *If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

nately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e.; "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in the *Survey*, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

Metro	Population
Milwaukee, WI	1,390,900
Sacramento, CA	1,354,600
Columbus, OH	1,314,200
San Antonio, TX	1,271,500

Comparisons can also be made using such specialized measurements as median household EBI or the Buying

SURVEY HIGHLIGHT

Shoulder to Shoulder: Metros with the Highest Population Densities

Metro	Population Per Sq. Mile
Jersey City, NJ	12,011
New York, NY	7,448
Chicago, IL	3,248
Bergen-Passaic, NJ	3,073
Anaheim-Santa Ana, CA	2,795
Nassau-Suffolk, NY	2,220
Los Angeles-Long Beach, CA	2,099
San Francisco, CA	1,571
Newark, NJ	1,552
Boston-Lawrence-Salem-Lowell-Brockton, MA	1,531
Trenton, NJ	1,426
Honolulu, HI	1,401
Philadelphia, PA	1,375
Oakland, CA	1,350
Bridgeport-Stamford-Norwalk-Danbury, CT	1,321
New Haven-Waterbury-Meriden, CT	1,286
Cleveland, OH	1,212
San Jose, CA	1,100
Lake County, IL	1,070
Fort Lauderdale-Hollywood-Pompano Beach, FL	983
Detroit, MI	969
Providence-Pawtucket-Woonsocket, RI	954
Milwaukee, WI	952
Miami-Hialeah, FL	930
Buffalo, NY	928

SOURCE: *Sales & Marketing Management; 1988 Survey of Buying Power.*

Power Index. Under this magnifying glass, our four examples would look like this:

Metro	Median Household EBI	BPI
Milwaukee	$29,668	.5856
Sacramento	28,810	.6012
Columbus	25,789	.5474
San Antonio	22,879	.4554

In terms of population, Milwaukee, Sacramento, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 53rd, 70th, 144th, and 223rd, respectively. On the other hand, BPI figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.

In addition, markets can be matched through the use of retail sales data on store groups or, in the case of the *Survey of Buying Power—Part II*, through merchandise line sales categories. The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

Metro	Per Household Retail Sales	Food Store Sales
Milwaukee	$15,998	$1,778,849,000
Sacramento	17,393	1,961,511,000
Columbus	17,773	1,643,700,000
San Antonio	16,668	1,892,642,000

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution fac-

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tors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market.

B. Co-op Advertising Allocation

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, the *Survey* can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,900 units, even though the potential market in this age segment was 1,620,000, or 3,240 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,600.

Based on market potential, however, sales should have totaled $259,200 (3,240 x $80), and the 5% accrual would have generated $12,960 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to identify the proper share of that figure that should be generated by all targeted markets or groups of territories, and then allocate co-op dollars to those markets to help them achieve their potential sales volume.

C. Media Allocation

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people with the least expense. This works well when the distribution of the product is widespread and if it appeals to a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not customers. The difference between the two is critical to sales success. The metro market ranking tables in Section B are provided so that key markets can be flagged and determinations made as to the best buy for a particular product.

Here again, the Buying Power Index is the ideal tool for allocating limited ad budgets in individual markets. If a market has a 6% share of potential, then a company should consider spending 6% of its budget in that market. Of course, there are some exceptions to this general rule, the main one being that some portions of the country are well developed in terms of sales, while others are still new and in need of constant attention. In cases like this, funds can be diverted from established markets into those which need expanding.

Another way this kind of situation can be handled is by creating two different ad funds, the first being a "sustaining" fund designed to maintain markets where sales are already established, and the second a "developmental" fund to assist the sales force in achieving maximum potential for underdeveloped markets. In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

D. Media Selection

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of the *Survey*'s Buying Power Index, you can readily identify the sales volume of a given geographic area, which will enable you to relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of *Survey* data can reveal the efficiency of using the various media (broadcast, print, etc.) according to the cost-per-thousand exposure to your targeted customers. In addition, if your product has specific demographics connected to it, you can adjust the basic cost-per-thousand to determine ad efficiency—based not on population but rather on concentrations of characteristics that define your primary prospects (age, income, households, etc.).

By using such data to rank markets that have the greatest numbers of key prospects, you'll be able to determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message, you can compare such coverage to a list of the top 50 markets for certain characteristics. In such cases, you might find that these top markets represent 75% or 80% of your total potential, and if this is so, nationwide coverage probably isn't justified.

In other cases, when you know that you're trying to reach a particular age group within a specific segment of high-income households, TV may turn out to be a less efficient medium for your message compared to alternatives such as cable or specialized publications that are aimed directly at your targeted customer. ☐

Let Us Hear from You

Most of the improvements and additions to the *Survey of Buying Power* are a direct result of the comments and suggestions we have received from our subscribers over the years. This 60th Anniversary Edition confirms Sales & Marketing Management's commitment to provide the marketing and sales community with the information it needs to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management* Magazine, 633 Third Ave., New York, NY 10017.

State and Regional Growth: 47 States Show Gains Since 1980

Region/State	1987 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980-87	% of U.S. Pop. 1970	% of U.S. Pop. 1980	% of U.S. Pop. 1987
NEW ENGLAND	**12,918.8**	**12,386.1**	**+ 4.3%**	**5.78%**	**5.42%**	**5.26%**
Connecticut	3,242.5	3,109.0	+ 4.3	1.49	1.36	1.32
Maine	1,191.8	1,134.3	+ 5.1	.48	.50	.49
Massachusetts	5,884.1	5,741.1	+ 2.5	2.77	2.51	2.40
New Hampshire	1,060.1	935.5	+ 13.3	.35	.41	.43
Rhode Island	990.0	949.6	+ 4.3	.47	.42	.40
Vermont	550.3	516.6	+ 6.5	.22	.23	.22
MIDDLE ATLANTIC	**37,666.0**	**36,779.6**	**+ 2.4%**	**18.19%**	**16.10%**	**15.33%**
New Jersey	7,728.6	7,380.2	+ 4.7	3.54	3.23	3.15
New York	17,964.0	17,526.3	+ 2.5	8.91	7.67	7.31
Pennsylvania	11,973.4	11,673.1	+ 0.8	5.74	5.20	4.87
EAST NORTH CENTRAL	**42,162.8**	**41,800.9**	**+ 0.9%**	**19.76%**	**18.29%**	**17.17%**
Illinois	11,657.6	11,452.7	+ 1.8	5.45	5.01	4.75
Indiana	5,570.8	5,512.9	+ 1.1	2.55	2.41	2.27
Michigan	9,262.9	9,287.9	0.3	4.38	4.06	3.77
Ohio	10,834.9	10,813.3	+ 0.2	5.23	4.73	4.41
Wisconsin	4,836.6	4,734.1	+ 2.2	2.15	2.07	1.97
WEST NORTH CENTRAL	**17,854.6**	**17,281.8**	**+ 3.3%**	**8.02%**	**7.56%**	**7.27%**
Iowa	2,860.7	2,942.8	− 2.9	1.38	1.28	1.16
Kansas	2,495.0	2,374.9	+ 5.0	1.11	1.04	1.02
Minnesota	4,292.3	4,103.6	+ 4.6	1.86	1.80	1.75
Missouri	5,173.6	4,947.9	+ 4.6	2.31	2.17	2.11
Nebraska	1,616.8	1,579.6	+ 2.4	.73	.69	.66
North Dakota	694.3	657.1	+ 5.7	.30	.29	.28
South Dakota	721.9	694.2	+ 3.9	.32	.30	.29
SOUTH ATLANTIC	**42,087.3**	**37,481.6**	**+ 12.3%**	**15.14%**	**16.40%**	**17.13%**
Delaware	642.5	599.4	+ 7.1	.27	.26	.26
District of Columbia	623.3	628.5	− 0.8	.37	.28	.25
Florida	12,163.9	10,026.0	+ 21.3	3.40	4.39	4.95
Georgia	6,295.2	5,536.4	+ 13.7	2.27	2.42	2.56
Maryland	4,562.6	4,236.8	+ 7.7	1.93	1.85	1.86
North Carolina	6,463.6	5,930.6	+ 9.0	2.50	2.60	2.63
South Carolina	3,458.4	3,157.7	+ 9.5	1.28	1.38	1.41
Virginia	5,943.2	5,399.0	+ 10.1	2.28	2.36	2.42
West Virginia	1,934.6	1,967.2	− 1.7	.84	.86	.79
EAST SOUTH CENTRAL	**15,484.3**	**14,801.0**	**+ 4.6%**	**6.30%**	**6.48%**	**6.30%**
Alabama	4,137.1	3,921.9	+ 5.5	1.69	1.72	1.68
Kentucky	3,771.5	3,698.4	+ 2.0	1.58	1.62	1.54
Mississippi	2,676.2	2,540.2	+ 5.4	1.10	1.11	1.09
Tennessee	4,899.5	4,640.5	+ 5.6	1.94	2.03	1.99
WEST SOUTH CENTRAL	**27,170.2**	**24,096.8**	**+ 12.8%**	**9.58%**	**10.55%**	**11.06%**
Arkansas	2,420.0	2,311.3	+ 4.7	.95	1.01	.99
Louisiana	4,517.8	4,251.2	+ 6.3	1.80	1.86	1.84
Oklahoma	3,344.4	3,059.5	+ 9.3	1.26	1.34	1.36
Texas	16,888.0	14,474.8	+ 16.7	5.56	6.33	6.88
MOUNTAIN	**13,417.9**	**11,692.5**	**+ 14.8%**	**4.11%**	**5.09%**	**5.46%**
Arizona	3,441.1	2,805.6	+ 22.7	.88	1.23	1.40
Colorado	3,346.3	2,940.4	+ 15.2	1.10	1.29	1.36
Idaho	1,033.9	963.9	+ 7.3	.35	.42	.42
Montana	832.1	795.3	+ 4.6	.34	.35	.34
Nevada	1,026.7	822.0	+ 24.9	.24	.36	.42
New Mexico	1,525.0	1,323.1	+ 15.3	.54	.58	.62
Utah	1,712.4	1,497.1	+ 14.4	.52	.66	.70
Wyoming	500.4	482.1	+ 3.8	.16	.21	.20
PACIFIC	**36,860.8**	**32,239.8**	**+ 14.3%**	**13.13%**	**14.11%**	**15.00%**
Alaska	545.7	410.2	+ 33.0	.15	.18	.22
California	27,939.0	23,979.8	+ 16.5	9.87	10.49	11.37
Hawaii	1,088.8	979.1	+ 11.2	.39	.43	.44
Oregon	2,738.4	2,678.4	+ 2.2	1.04	1.17	1.11
Washington	4,548.9	4,192.3	+ 8.5	1.68	1.83	1.85
TOTAL U.S.	**245,622.7**	**228,497.1**	**+ 7.5%**	**100.00%**	**100.00%**	**100.00%**

SOURCE: *Sales & Marketing Management, 1988 Survey of Buying Power*

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

AGE GROUPS OF POPULATION: (See Percentage of Population by Age Group).

APPAREL AND ACCESSORIES STORE SALES: (SIC Major Group 56). This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included. Metro market rankings for this store group are shown in Section B.

AUTOMOTIVE DEALER SALES: (SIC Major Group 55; excluding sub-group 554, Gasoline Service Stations). Included are retail outlets selling automobiles—new and used, domestic and imported. In addition, sales for auto and home supply stores (tire dealers and parts & accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

AVERAGE HOUSEHOLD EBI: This figure from the Regional and State Summary of Effective Buying Income table in Section B is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be somewhat misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters not considered households. Because total EBI includes these incomes, a per-household average credits households with income from these groups that is not really theirs. (See Median Household EBI).

BLACK POPULATION: These figures are updated from the 1980 Census of Population and Housing; basically a head count estimate of persons who consider themselves members of the black race and who lived in the area at the end of that year. Estimated totals are as of 12/31/87. Metro market rankings for this category are shown in Section B.

BUILDING MATERIAL AND HARDWARE STORE SALES: (SIC Major Group 52). Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales. Establishments selling plumbing, heating, air-conditioning equipment, and electrical supplies are classified under Wholesale Trade.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or city.

The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices. *NOTE:* The further a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section A.

CENTRAL CITY: A city whose name is included in the title of a metropolitan area or that fits the necessary population and employment criteria to qualify it as a central city. The name of an S&MM Metro Market includes the name of the largest city and the names of other area cities that meet this criteria, based on the definitions provided by the Office of Management and Budget. If no city qualifies as a central city, the market is named after its central counties (i.e., the Nassau-Suffolk, NY, metro market).

CITY: An aggregation of people and retail outlets with corporate limits, within which city government—as an incorporated state agency—exercises legal authority. The *Survey of Buying Power* lists all U.S. cities that either 1) had a population of 40,000 or more at the time of the 1980 Census of Population; 2) are central cities of a metropolitan market; or 3) function independently of counties (See Central City and/or Independent City).

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, typically a "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs. *NOTE:* Although the *Survey of Buying Power* reports aggregate statistics for CMSAs in Section C, such markets are not included in the Metro Market Rankings in Section B, since they are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan

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Statistical Area and Primary Metropolitan Statistical Area).

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,138 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The *1988 Survey of Buying Power* follows county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Pax County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic County, AK, has replaced Kobuk County, AK; and Aleutians East County, AK, was created from parts of the Dillingham and Alleutian Islands Census Areas in 1987.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and counties are utilized. The District of Columbia (Washington, DC) is treated as a single county unit, and in the state of Virginia, all cities are by law independent of counties. Therefore, the *Survey* treats them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are independent cities. (See Independent City).

DRUGSTORE SALES: (SIC Industry Group 591). A 3-digit sub-group of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

EATING AND DRINKING PLACE SALES: (SIC Major Group 58). Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax nontax payments—a number often referred to as disposable or after-tax income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income." However, Market Statistics, the research division of Bill Communications that produces the data for the *Survey of Buying Power*, also removes from this figure any compensation paid to military or diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy and is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

FOOD STORE SALES: (SIC Major Group 54). Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food and poultry stores.

FURNITURE, HOME FURNISHING, AND APPLIANCE STORE SALES: (SIC Major Group 57). Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upolstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). The most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

GASOLINE SERVICE STATION SALES: (SIC Industry Group 554). This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engage in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity. Metro rankings for this store group are shown in Section B.

GENERAL MERCHANDISE STORE SALES: (SIC Major Group 53). This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although catalogue and mail-order operations are not included in this category.

HISPANIC POPULATION: These figures are updated from the 1980 Census of Population and Housing, comprising a head count of all persons who consider themselves of Spanish or Hispanic origin or descent. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Metro market rankings for this category are shown in Section B.

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1980 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes. *NOTE:* Although the total population of a given geographic area will include those residing in group quarters, household totals will not, which means that calculations of per-household income and retail sales do not adequately reflect an area's true residential makeup.

HOUSEHOLDS BY EBI GROUP: (See Percentage of Households by EBI Group).

INDEPENDENT CITY: There are several cities in the U.S. that fall within the geographic boundaries of counties but are considered as separate entities by the Census Bureau. The *Survey of Buying Power* lists these independent cities as separate counties in the tables in Section C. With the exception of St. Louis City, MO, Baltimore City, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are located in the state of Virginia.

MEDIAN AGE OF POPULATION: A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

MEDIAN HOUSEHOLD EBI: This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure. A median is used instead of an average since it has proven to be a more reliable indicator of an area's income levels because it is far less likely to be skewed by statistical oddities that tend to adversely affect averages.

METROPOLITAN STATISTICAL AREA (MSA): According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system is to en-

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able federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions in this year's *Survey of Buying Power* are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and [illegible] designations follow a set of standa[illegible] prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the standard units of definition due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, Survey of Buying Power *listings do not include recent metro-area changes effected through legislative means. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick Counties, eliminating Harvey County, which was added through legislation in 1987.*

The S&MM Metro Market rankings in Section B ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in Section C, they are not listed in the rankings in Section B, since they are by definition made up of groups of existing metros, while the geography of MSAs and PMSAs is uniformly county-based.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions (see Metropolitan Statistical Area).

PER-CAPITA EBI: This figure, which appears in the Regional and State Summary of Effective Buying Income table in Section B, is an arithmetic average obtained by dividing total population into total EBI. It is used primarily to measure an area's spending power by eliminating the impact of population size. However, because total population includes residents of all age groups, such a figure assigns income to a sizable portion of the population that are not necessarily wage earners.

PER-HOUSEHOLD RETAIL SALES: This figure can be found in both the Regional and State Summary of Retail Sales table and a separate metro market ranking table in Section B. It shows retail sales by household, calculated by dividing total households into total retail sales. However, because household counts are directly assignable to a metro's geographic area and retail sales figures are not (due to local purchases by non-residents), this number is not as effective an indicator of area purchasing power as is Median Household EBI or the Buying Power Index.

PERCENT OF U.S.: The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro, county, or city. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

PERCENTAGE OF HOUSEHOLDS BY EBI GROUP: These figures show the percentage of total households with Effective Buying Incomes in each of four different ranges. By adding the four percentages for a given metro, county, or city and subtracting the resulting total from 100%, the share of households with EBI under $10,000 can also be calculated. To convert the percentage figures to actual households, multiply total households by the percentage. The Regional and State Summary of Effective Buying Income table in Section B shows actual totals rather than percentages.

PERCENTAGE OF POPULATION BY AGE GROUP: These four separate age group breakouts correspond to the major lifecycle stages of the population. For example, the 18- to 24-year-old age group represents the average household-forming stage; 25- to 34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement market. The percentages shown reflect the share of total population accounted for by each group, and by adding the four percentages and subtracting from 100%, the share of total population under age 18 can also be calculated. The Regional and State Summary of Population table in Section B shows actual totals rather than percentages for these categories.

POPULATION: Updated from the Census Bureau's 1980 Census of Population and Housing, Total Population is a head count estimate of all people living in a given geographic area as of December 31, 1987. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: (See Percentage of Population by Age Group).

POPULATION, BLACK: (See Black Population).

POPULATION, HISPANIC: (See Hispanic Population).

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs.

QUALITY INDEX (QI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is calculated by dividing a market's Buying Power Index (BPI) by its Percent of U.S. Population figure. A high index number reflects either above-average resident buying power or a strong influx of non-resident buyers, or both.

RETAIL SALES: (See Total Retail Sales).

RETAIL SALES BY STORE GROUP: The *Survey of Buying Power* lists sales for six major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store

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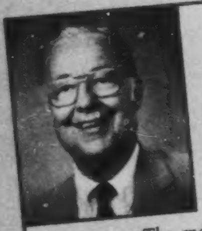

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group sales represent the cumulative sales of all products and/or services handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, non-prescription drugs, automotive supplies, etc.

S&MM METRO MARKET: (See Metropolitan Statistical Area).

SALES ACTIVITY INDEX (SAI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is obtained by dividing an area's Percent of U.S. Population figure into its Percent of U.S. Retail Sales. Because the numerator (the market's share of retail sales) includes all sales made in the market, and the denominator (share of population) includes only the residents of the market, a high index figure may indicate a strong influx of non-resident purchasers.

SINGLE-PERSON HOUSEHOLDS: This ranking table in Section B shows metros ranked according to the number of household units occupied by a single person rather than two or more people (see Households).

SPANISH-ORIGIN POPULATION: (See Hispanic Population).

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area).

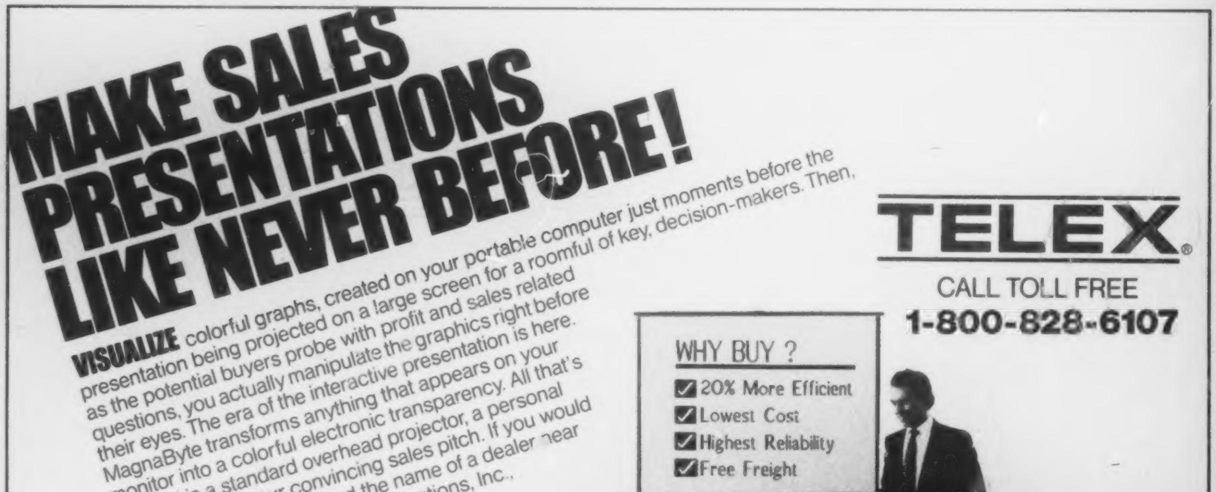
SUBURBAN POPULATION: This ranking table in Section B shows the metro population, less the population of its central city. Because there is no formal definition of a suburb, the Census Bureau refers to this figure as "balance of area." *NOTE:* In metros where there is no central city (such as New York's Nassau-Suffolk metro area), the suburban population is the same as that for the metro as a whole.

SUBURBAN TOTAL: Because suburbs are often the most important part of a local market, these totals are included at the end of each metro listing in Section C. The suburban total is calculated by deducting the central city population from that of the metro as a whole. In metros where there is no central city, the figures for suburban total and metro total are the same.

TOTAL POPULATION: (See Population).

TOTAL RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not. *NOTE:* Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by non-resident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Retail sales totals in the *1988 Survey of Buying Power* are updated from 1982 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges. *NOTE:* Aggregate sales of the six major store groups shown in the *Survey* will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these specific breakouts. □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ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

These definitions are based on the most recent revisions announced by the federal government's Office of Management and Budget. The OMB designates individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), although the list here ignores these distinctions and groups the two categories together in the interest of simplicity and consistency, with the resulting markets labeled as "S&MM Metro Markets."

In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, S&MM listings do not include recent metro-area changes effected through legislation. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick Counties, eliminating Harvey County, which was added through legislation in 1987.

New England metros are defined under the OMB's system of NECMAs, or New England County Metropolitan Areas, since data for intercensal years are collected on that basis rather than on the city and town level (which conforms with the decennial Census of Population). This is for the benefit of marketers who use county-level geography to design sales territories and identify markets, and also because it provides a more uniform system relative to other states and regions.

In the following listings, the metro area name appears in **boldface** type, with component counties shown in alphabetical order in lightface. An asterisk (*) denotes the county in a multicounty metro market where the central city is located. If more than one county has an asterisk, it is because that market has central cities in more than one county, such as the Dayton-Springfield, OH, metro area, where both Clark and Montgomery counties are shown as being central city locations.

Entries in **BOLDFACE CAPS** show Consolidated Metropolitan Statistical Areas (CMSAs), which are actually groups of PMSAs that make up the larger "megalopolitan" areas such as the Chicago-Gary-Lake County CMSA. Here, the geographic components listed are the metro markets that make up a particular CMSA, and although aggregate data for these markets are included in Section C, consolidated areas are not listed in the metro market rankings in Section B, since they include only MSAs and PMSAs. For further explanations of the various metro-market designations, readers should consult the "Definition of Terms" in Section A.

Abilene, TX: Taylor
Akron, OH: Portage, Summit*
Albany, GA: Dougherty*, Lee
Albany - Schenectady - Troy, NY: Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM: Bernalillo
Alexandria, LA: Rapides
Allentown - Bethlehiem, PA:
  New Jersey Portion: Warren
  Pennsylvania Portion: Carbon, Lehigh*, Northampton
Altoona, PA: Blair
Amarillo, TX: Potter*, Randall
Anaheim - Santa Ana, CA: Orange
Anchorage, AK: Anchorage
Anderson, IN: Madison
Anderson, SC: Anderson
Ann Arbor, MI: Washtenaw
Anniston, AL: Calhoun
Appleton - Oshkosh - Neenah, WI: Calumet, Outgamie*, Winnebago*
Asheville, NC: Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA: Clarke*, Jackson, Madison, Oconee
Atlanta, GA: Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ: Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA:
  Georgia Portion: Columbia, McDuffie, Richmond*
  South Carolina Portion: Aiken
Aurora - Elgin, IL: Kane*, Kendall
Austin, TX: Hays, Travis*, Williamson*
Bakersfield, CA: Kern
Baltimore, MD: Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME: Penobscot
Baton Rouge, LA: Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI: Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont - Port Arthur, TX: Hardin, Jefferson*, Orange
Beaver County, PA: Beaver
Bellingham, WA: Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI: Berrien
Bergen - Passaic, NJ: Bergen, Passaic*
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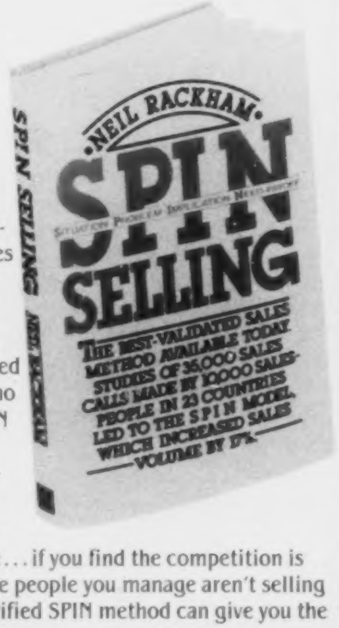
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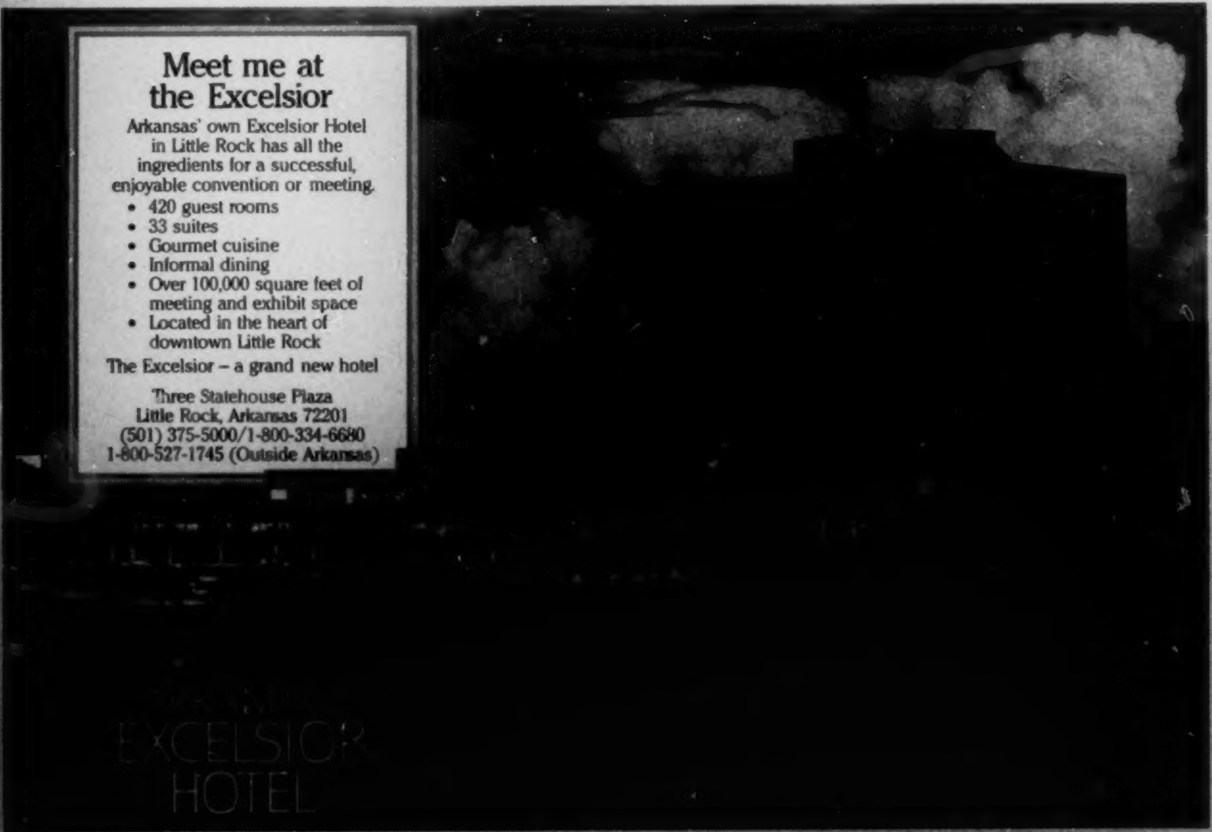

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  Virginia Portion: Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
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Wausau, WI: Marathon
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  Ohio Portion: Belmont
  West Virginia Portion: Marshall, Ohio*
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SUMMARIES
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1987 Regional and State Summaries of Population

S&MM ESTIMATES

REGION State	12/31/87 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group: 0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/87 Households (Thousands)	% Of U.S.
NEW ENGLAND	12,918.6	5.2597	33.5	3,091.4	1,448.7	2,245.9	2,527.0	3,605.8	4,795.8	5.2788
Connecticut	[illegible]	[illegible]	[illegible]	[illegible]	342.6	[illegible]	671.3	907.7	1,187.3	1.3068
Maine	[illegible]	[illegible]	[illegible]	[illegible]	126.4	[illegible]	228.2	325.8	443.3	.4880
Massachusetts	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,029.8	[illegible]	1,670.8	2,201.1	2.4228
New Hampshire	[illegible]	[illegible]	[illegible]	268.4	[illegible]	[illegible]	212.0	266.7	394.7	.4344
Rhode Island	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	299.1	363.3	.3999
Vermont	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	138.7	208.1	.2289
MIDDLE ATLANTIC	37,886.0	15.3548	34.3	9,061.9	3,907.8	6,284.2	7,583.3	10,829.2	14,083.8	15.5024
New Jersey	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,174.7	2,828.6	3.1135
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6,736.4	7.4149
Pennsylvania	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4,518.8	4.9740
EAST NORTH CENTRAL	42,143.4	17.1558	32.1	11,108.6	4,764.3	7,320.9	8,227.5	10,741.5	15,556.0	17.1250
Illinois	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4,292.7	4.7251
Indiana	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,023.6	2.2274
Michigan	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3,372.1	3.7118
Ohio	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4,064.3	4.4736
Wisconsin	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,805.3	1.9871
WEST NORTH CENTRAL	17,604.6	7.2645	32.8	4,596.5	2,034.6	3,036.9	3,357.8	4,829.7	6,679.0	7.3517
Iowa	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	799.2	1,102.9	1.2140
Kansas	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	946.4	1.0417
Minnesota	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,592.2	1.7525
Missouri	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2.1034
Nebraska	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	609.7	.6711
North Dakota	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	249.0	.2741
South Dakota	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	267.9	.2949
SOUTH ATLANTIC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8,438.7	11,264.8	15,772.9	17.3617
Delaware	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.2544
District of Columbia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	254.7	.2812
Florida	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4,904.1	5.3980
Georgia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,258.7	2.4862
Maryland	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,653.8	1.8204
North Carolina	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,393.0	2.6341
South Carolina	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,238.7	1.3634
Virginia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2.3237
West Virginia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	727.9	.8013
EAST SOUTH CENTRAL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3,922.4	5,642.0	6.2103
Alabama	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,522.4	1.6757
Kentucky	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,361.3	1.4984
Mississippi	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	664.6	930.7	1.0245
Tennessee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,827.6	2.0117
WEST SOUTH CENTRAL	[illegible]	[illegible]	30.0	[illegible]	3,151.5	4,851.5	[illegible]	6,380.9	9,744.5	10.7262
Arkansas	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	690.2	890.3	.9800
Louisiana	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,587.4	1.7473
Oklahoma	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	888.0	1,265.9	1.3935
Texas	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3,778.5	6,000.9	6.6054
MOUNTAIN	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,968.5	4,979.5	5.4811
Arizona	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	860.8	1,312.2	1.4444
Colorado	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,301.2	1.4323
Idaho	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	232.4	360.4	.3967
Montana	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	202.6	321.6	.3540
Nevada	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	232.3	420.8	.4632
New Mexico	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	296.8	329.3	546.7	.6018
Utah	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	310.2	530.9	.5843
Wyoming	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	96.9	185.7	.2044
PACIFIC	[illegible]	[illegible]	[illegible]	[illegible]	4,235.1	7,124.0	7,474.9	8,893.0	13,593.5	14.9628
Alaska	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	120.8	62.1	186.5	.2053
California	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	5,795.7	10,223.6	11.2534
Hawaii	[illegible]	[illegible]	31.8	[illegible]	[illegible]	218.3	215.5	233.9	343.8	.3785
Oregon	[illegible]	[illegible]	[illegible]	[illegible]	267.6	534.3	555.4	697.7	1,060.7	1.1675
Washington	[illegible]	[illegible]	[illegible]	[illegible]	519.0	[illegible]	912.5	1,105.6	1,778.9	1.9581
TOTAL UNITED STATES	245,622.7	100.0000	32.5	62,831.6	27,504.6	43,332.7	48,518.0	63,435.8	90,849.0	100.0000

1987 Regional and State Summaries of Effective Buying Income

S&MM ESTIMATES

REGION State	1987 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group: Under $10,000 (Thousands)	$10,000-$19,999 (Thousands)	$20,000-$34,999 (Thousands)	$35,000-$49,999 (Thousands)	$50,000 & Over (Thousands)
NEW ENGLAND	**198,894,550**	**6.2096**	**15,396**	**41,473**	**30,712**	**651.8**	**883.0**	**1,177.3**	**904.4**	**1,179.3**
Connecticut	57,378,965	1.7915	17,696	48,327	36,361	127.5	178.9	263.1	233.1	384.7
Maine	13,998,698	.4370	11,746	31,578	23,611	75.4	110.6	128.2	73.7	55.4
Massachusetts	92,327,918	2.8827	15,691	41,946	31,202	308.3	393.1	524.4	420.6	554.7
New Hampshire	15,372,986	.4800	14,501	38,949	30,469	47.7	74.4	104.7	77.8	90.1
Rhode Island	13,354,993	.4169	13,490	36,760	27,309	59.4	73.4	95.0	67.5	68.0
Vermont	6,460,990	.2017	11,741	31,349	23,540	33.5	52.6	61.9	31.7	26.4
MIDDLE ATLANTIC	**553,159,337**	**17.2708**	**14,686**	**39,276**	**28,364**	**2,265.6**	**2,735.2**	**3,493.5**	**2,501.6**	**3,087.9**
New Jersey	128,510,480	4.0123	16,628	45,433	34,021	358.8	460.8	635.2	529.2	844.6
New York	269,717,767	8.4212	15,014	40,039	28,065	1,139.2	1,309.4	1,602.9	1,163.3	1,521.6
Pennsylvania	154,931,090	4.8373	12,940	34,286	25,913	767.6	965.0	1,255.4	809.1	721.7
EAST NORTH CENTRAL	**544,643,161**	**17.0050**	**12,918**	**35,007**	**26,862**	**2,609.8**	**3,162.4**	**4,243.9**	**2,935.4**	**2,606.5**
Illinois	164,545,300	5.1375	14,115	38,331	28,975	695.4	794.7	1,084.5	823.7	894.4
Indiana	65,622,147	2.0488	11,780	32,428	25,405	339.4	445.9	590.3	371.0	277.0
Michigan	118,111,734	3.6877	12,751	35,026	27,073	575.3	673.3	903.8	645.4	574.3
Ohio	135,446,212	4.2290	12,501	33,326	25,829	715.8	851.9	1,142.8	751.4	602.4
Wisconsin	60,917,768	1.9020	12,595	33,744	26,138	283.9	396.6	522.5	343.9	258.4
WEST NORTH CENTRAL	**226,361,492**	**7.0673**	**12,678**	**33,892**	**24,786**	**1,209.1**	**1,498.7**	**1,787.4**	**1,139.9**	**1,043.9**
Iowa	34,680,083	1.0828	12,123	31,444	23,277	210.5	264.3	318.6	180.6	128.9
Kansas	33,350,083	1.0413	13,367	35,239	25,291	163.3	210.3	254.8	163.4	154.6
Minnesota	58,403,780	1.8235	13,607	36,681	27,803	247.7	322.7	417.9	300.3	303.6
Missouri	63,129,786	1.9710	12,232	33,037	24,169	367.6	432.9	492.3	316.4	301.7
Nebraska	20,330,263	.6347	12,574	33,345	23,962	113.3	141.8	166.1	98.8	89.7
North Dakota	8,394,203	.2620	12,090	33,712	24,394	44.6	57.5	67.7	42.3	36.9
South Dakota	8,073,294	.2520	11,183	30,135	20,[illegible]58	62.1	69.2	70.0	38.1	28.5
SOUTH ATLANTIC	**521,604,134**	**16.2857**	**12,393**	**33,070**	**24,408**	**2,867.1**	**3,601.5**	**4,183.9**	**2,535.9**	**2,584.5**
Delaware	8,645,997	.2699	13,457	37,412	27,834	34.9	47.5	61.0	43.5	44.2
District of Columbia	10,538,992	.3291	16,908	41,411	25,704	47.5	52.4	62.3	37.1	55.2
Florida	157,045,634	4.9033	12,911	32,023	23,383	900.8	1,203.3	1,280.6	734.0	785.4
Georgia	72,490,751	2.2633	11,515	32,094	24,088	443.6	499.9	587.9	369.9	357.4
Maryland	67,037,678	2.0931	14,693	40,536	32,466	203.5	278.3	412.8	324.5	434.7
North Carolina	71,496,746	2.2323	11,061	29,877	22,050	482.4	604.0	679.4	362.4	264.8
South Carolina	34,730,221	1.0844	10,042	28,038	21,087	273.6	315.6	351.7	180.7	117.1
Virginia	80,729,925	2.5206	13,564	38,241	29,061	298.2	410.7	546.8	385.0	470.4
West Virginia	18,888,190	.5897	9,763	25,949	19,493	182.6	189.8	201.4	98.8	55.3
EAST SOUTH CENTRAL	**156,593,256**	**4.8892**	**10,113**	**27,755**	**20,106**	**1,414.7**	**1,394.1**	**1,454.0**	**785.8**	**593.4**
Alabama	40,984,198	1.2796	9,907	26,921	19,636	398.2	374.9	390.0	209.4	149.9
Kentucky	39,226,173	1.2247	10,401	28,815	20,575	330.6	334.2	352.0	199.1	145.4
Mississippi	23,011,966	.7185	8,599	24,725	17,462	275.1	244.6	226.8	107.7	76.5
Tennessee	53,370,919	1.6664	10,893	29,203	21,636	410.8	440.4	485.2	269.6	221.6
WEST SOUTH CENTRAL	**303,981,532**	**9.4910**	**11,188**	**31,195**	**22,710**	**2,093.3**	**2,243.0**	**2,518.9**	**1,530.0**	**1,359.3**
Arkansas	24,543,098	.7663	10,142	27,567	19,347	224.1	234.7	227.7	114.9	88.9
Louisiana	45,171,584	1.4104	9,999	28,456	20,968	406.4	357.8	397.9	238.5	186.8
Oklahoma	35,503,942	1.1085	10,616	28,046	20,479	299.7	319.4	338.5	178.4	129.9
Texas	198,762,908	6.2058	11,769	33,122	24,341	1,163.1	1,331.1	1,554.8	998.2	953.7
MOUNTAIN	**156,415,082**	**4.8839**	**11,657**	**31,412**	**24,332**	**863.2**	**1,172.8**	**1,393.4**	**836.5**	**713.6**
Arizona	41,699,594	1.3020	12,118	31,778	24,275	227.9	311.5	357.3	217.7	197.8
Colorado	44,085,675	1.3765	13,174	33,881	26,775	198.6	279.9	359.7	237.3	225.7
Idaho	10,269,197	.3206	9,932	28,494	21,506	71.1	96.0	105.5	53.0	34.8
Montana	8,959,694	.2798	10,768	27,860	21,338	67.4	83.8	92.4	47.1	30.[illegible]
Nevada	13,584,697	.4242	13,231	32,283	25,891	62.2	97.7	118.8	74.2	67.9
New Mexico	15,141,196	.4728	9,929	27,696	20,382	127.1	141.7	143.8	74.9	59.2
Utah	16,676,933	.5207	9,739	31,413	25,441	79.3	123.0	161.8	95.8	71.0
Wyoming	5,998,096	.1873	11,987	32,300	26,551	29.6	39.2	54.1	36.5	26.3
PACIFIC	**541,194,587**	**16.8973**	**14,682**	**39,813**	**29,249**	**1,988.9**	**2,665.3**	**3,309.8**	**2,399.1**	**3,230.4**
Alaska	7,876,698	.2459	14,434	42,234	31,904	26.6	33.0	41.1	34.3	51.5
California	426,008,347	13.3009	15,248	41,669	30,537	1,420.7	1,934.3	2,413.0	1,814.3	2,641.3
Hawaii	14,683,991	.4585	13,486	42,711	31,272	40.1	67.3	84.2	53.2	89.0
Oregon	30,535,274	.9534	11,151	28,788	21,309	207.9	266.4	308.3	166.0	112.1
Washington	62,090,277	1.9386	13,650	34,904	27,225	293.6	364.3	463.2	321.3	336.5
TOTAL UNITED STATES	**3,202,847,131**	**100.0000**	**13,040**	**35,255**	**25,888**	**15,963.5**	**19,356.0**	**23,562.1**	**15,568.6**	**16,398.8**

1987 Regional and State Summaries of Retail Sales

S&MM ESTIMATES

				Retail Sales by Store Group						Sales Advertising Indexes		
REGION State	1987 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture Home Furnish Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**102,980,681**	**6.6657**	**21,473**	**20,266,688**	**10,749,063**	**10,670,767**	**4,645,993**	**22,253,839**	**3,244,589**	**127**	**6.1566**	**117**
Connecticut	26,309,976	1.7030	22,160	5,070,279	2,606,333	2,842,793	1,358,260	5,800,039	742,148	129	1.6706	127
Maine	8,942,572	.5788	20,173	1,912,489	786,336	779,423	263,858	1,968,976	258,100	119	.5893	101
Massachusetts	46,907,960	3.0363	21,311	8,895,391	5,438,655	4,963,307	2,127,856	9,980,057	1,611,750	127	2.8313	118
New Hampshire	9,725,360	.6295	24,640	2,086,359	788,361	1,034,198	446,491	2,154,049	229,655	146	.5152	119
Rhode Island	6,750,742	.4369	18,582	1,368,506	720,468	769,399	286,856	1,337,152	294,475	108	.4202	104
Vermont	4,344,071	.2812	21,077	933,664	408,910	281,647	162,672	1,013,566	108,461	125	.2300	103
MIDDLE ATLANTIC	**236,255,983**	**15.2927**	**16,775**	**52,693,546**	**21,776,306**	**25,629,019**	**14,539,032**	**48,104,806**	**8,569,445**	**100**	**16.2902**	**106**
New Jersey	54,843,979	3.5500	19,389	12,012,412	4,517,623	5,495,599	3,601,305	12,305,718	1,711,258	113	3.7005	118
New York	108,681,664	7.0349	16,133	24,798,569	10,994,956	11,549,645	6,963,179	19,519,584	4,203,832	96	7.7838	106
Pennsylvania	72,730,340	4.7078	16,095	15,882,565	6,263,727	8,583,775	3,974,548	16,279,504	2,654,355	97	4.8059	99
EAST NORTH CENTRAL	**255,551,723**	**16.5419**	**16,426**	**48,999,083**	**24,822,307**	**32,680,347**	**13,313,879**	**57,698,613**	**10,310,729**	**96**	**16.8981**	**98**
Illinois	71,233,142	4.6109	16,594	13,057,596	6,831,008	8,535,105	3,872,213	15,710,609	3,134,171	97	4.9012	103
Indiana	34,272,084	2.2184	16,936	6,599,839	3,186,125	3,980,886	1,636,149	8,153,490	1,455,367	98	2.1436	95
Michigan	57,405,857	3.7159	17,024	10,456,353	5,370,774	7,448,075	3,131,597	13,473,025	2,312,320	99	3.7129	98
Ohio	65,173,470	4.2187	16,036	13,358,041	6,483,849	9,145,888	3,156,225	14,242,235	2,629,202	96	4.2622	97
Wisconsin	27,467,170	1.7780	15,215	5,527,254	2,950,551	3,570,393	1,517,695	6,119,254	779,669	90	1.8782	95
WEST NORTH CENTRAL	**109,600,955**	**7.0945**	**16,410**	**21,781,319**	**10,202,377**	**14,389,030**	**4,686,058**	**25,723,079**	**2,982,044**	**98**	**7.1157**	**98**
Iowa	16,424,672	1.0631	14,892	3,615,312	1,502,467	2,080,177	691,681	3,751,718	485,264	91	1.0932	94
Kansas	14,357,083	.9294	15,170	3,056,275	1,277,002	1,781,278	661,324	3,501,901	404,767	91	1.0026	99
Minnesota	28,903,224	1.8709	18,153	5,326,316	2,701,359	3,901,131	1,205,467	6,417,401	771,729	107	1.8225	104
Missouri	31,999,251	2.0713	16,746	6,392,678	3,011,580	4,526,673	1,249,931	7,683,533	818,740	98	2.0281	96
Nebraska	9,473,045	.6132	15,537	1,839,075	977,280	1,130,327	535,009	2,152,342	258,065	93	.6330	96
North Dakota	4,337,265	.2807	17,419	746,210	347,264	538,625	180,418	1,243,193	100,130	99	.2718	96
South Dakota	4,106,415	.2659	15,328	805,453	385,425	430,819	162,228	972,991	143,349	90	.2645	90
SOUTH ATLANTIC	**272,738,949**	**17.6542**	**17,292**	**56,094,030**	**25,469,517**	**31,871,281**	**15,879,284**	**62,956,196**	**10,520,196**	**103**	**16.8661**	**98**
Delaware	4,651,997	.3011	20,130	871,475	386,973	649,523	258,083	1,022,114	130,116	115	.2776	106
District of Columbia	3,402,683	.2203	13,370	600,941	740,111	269,727	197,852	165,962	203,113	87	.2814	111
Florida	85,790,636	5.5531	17,494	16,962,786	8,441,975	9,884,070	5,306,925	21,343,495	3,319,081	112	5.1081	103
Georgia	39,656,346	2.5670	17,557	8,150,566	3,754,827	4,745,952	2,134,272	9,175,764	1,507,885	100	2.4143	94
Maryland	32,240,588	2.0869	19,495	6,141,775	2,903,958	3,552,801	1,802,371	7,466,939	1,138,178	112	2.0441	110
North Carolina	37,612,644	2.4346	15,718	8,278,259	3,334,259	4,273,322	2,177,440	8,467,999	1,471,203	93	2.3728	90
South Carolina	19,005,652	1.2302	15,343	4,473,484	1,751,158	2,012,914	1,070,004	3,977,732	720,235	87	1.1929	85
Virginia	40,131,393	2.5977	19,010	8,199,209	3,434,823	5,021,664	2,497,371	9,074,800	1,599,009	107	2.5235	104
West Virginia	10,247,010	.6633	14,077	2,415,535	721,433	1,461,308	434,966	2,261,391	431,376	84	.6514	83
EAST SOUTH CENTRAL	**81,880,085**	**5.2999**	**14,513**	**16,723,440**	**6,652,709**	**10,725,050**	**4,192,051**	**19,980,556**	**3,566,982**	**84**	**5.2956**	**84**
Alabama	20,161,100	1.3050	13,243	4,140,731	1,562,801	2,472,980	1,028,875	5,145,759	893,251	77	1.3682	81
Kentucky	20,622,102	1.3348	15,149	4,331,313	1,877,207	2,580,472	1,013,134	4,525,865	977,668	87	1.3200	86
Mississippi	12,444,887	.8055	13,372	2,771,734	841,893	1,757,119	592,629	2,981,732	570,430	74	.8189	75
Tennessee	28,651,996	1.8546	15,677	5,479,662	2,370,808	3,914,479	1,557,413	7,327,200	1,125,633	93	1.7885	90
WEST SOUTH CENTRAL	**163,117,029**	**10.5584**	**16,739**	**38,044,569**	**15,057,777**	**19,148,285**	**8,145,996**	**35,406,079**	**4,744,392**	**95**	**10.1254**	**92**
Arkansas	12,129,763	.7851	13,624	2,851,711	886,842	1,611,812	519,764	2,473,750	378,847	80	.8158	83
Louisiana	25,160,885	1.6287	15,850	6,455,093	2,283,753	2,917,952	1,301,564	4,632,624	1,033,862	89	1.5615	85
Oklahoma	19,273,496	1.2475	15,225	4,264,367	1,815,513	2,197,743	1,067,184	4,418,018	491,871	92	1.2010	88
Texas	106,552,885	6.8971	17,756	24,473,398	10,071,669	12,420,778	5,257,484	23,881,687	2,839,812	100	6.5471	95
MOUNTAIN	**80,942,630**	**5.2393**	**16,255**	**18,351,273**	**8,060,255**	**9,068,457**	**4,364,220**	**16,025,581**	**2,598,422**	**96**	**5.1061**	**93**
Arizona	20,434,739	1.3228	15,573	4,775,297	2,072,473	2,296,986	1,132,095	4,002,772	860,693	94	1.3279	95
Colorado	22,021,398	1.4254	16,924	4,801,729	2,441,362	2,654,637	1,294,763	4,100,175	490,720	105	1.3883	102
Idaho	5,252,782	.3400	14,575	1,290,694	456,269	464,815	254,070	1,178,933	220,320	81	.3465	82
Montana	4,653,838	.3012	14,471	1,070,135	463,942	442,888	259,724	902,327	172,304	89	.2980	88
Nevada	8,027,493	.5196	19,077	1,737,131	759,731	949,261	381,685	1,631,380	276,488	124	.4515	108
New Mexico	8,560,760	.5542	15,659	1,935,847	856,906	898,679	392,926	1,910,131	243,658	89	.5268	85
Utah	8,182,694	.5296	15,413	1,960,931	634,112	1,036,289	495,758	1,554,416	192,097	76	.5588	80
Wyoming	3,808,926	.2465	20,511	779,509	375,460	324,902	153,199	745,447	142,142	121	.2083	102
PACIFIC	**241,828,920**	**15.6534**	**17,790**	**48,980,280**	**27,765,064**	**26,386,877**	**14,255,718**	**49,931,213**	**9,527,039**	**104**	**16.1462**	**108**
Alaska	4,227,151	.2736	22,666	938,561	539,218	498,327	170,352	659,967	143,427	123	.2495	112
California	186,412,645	12.0664	18,234	37,285,355	21,054,569	19,664,373	11,713,782	39,217,870	7,459,249	106	12.5454	110
Hawaii	7,392,865	.4785	21,503	1,397,536	1,351,540	857,067	231,949	1,046,904	454,130	108	.4615	104
Oregon	16,183,394	1.0476	15,257	3,233,075	1,728,314	2,400,708	748,856	3,431,550	432,636	94	1.0139	91
Washington	27,612,865	1.7873	15,522	6,125,753	3,091,423	2,966,402	1,390,779	5,574,922	1,037,597	97	1.8759	101
TOTAL UNITED STATES	**1,544,896,955**	**100.0000**	**17,005**	**321,934,228**	**150,555,375**	**180,569,113**	**84,022,231**	**338,079,962**	**56,063,838**	**100**	**100.0000**	**100**

Total Population

Area	(Thous.)	Rank
Los Angeles-Long Beach	8,544.0	1
New York	8,528.2	2
Chicago	6,177.3	3
Philadelphia	4,855.0	4
Detroit	4,358.9	5
Boston-Lawrence-Salem-Lowell-Brockton	3,718.1	6
Washington	3,624.9	7
Houston	3,233.5	8
Atlanta	2,662.8	9
Nassau-Suffolk	2,661.7	10
St. Louis	2,463.7	11
Dallas	2,430.2	12
Minneapolis-St. Paul	2,336.4	13
Baltimore	2,333.6	14
San Diego	2,313.9	15
Anaheim-Santa Ana	2,230.3	16
Riverside-San Bernardino	2,171.5	17
Pittsburgh	2,119.1	18
Phoenix	1,986.1	19
Tampa-St. Petersburg-Clearwater	1,979.3	20
Oakland	1,978.4	21
Newark	1,902.4	22
Cleveland	1,842.7	23
Miami-Hialeah	1,818.2	24
Seattle	1,796.8	25
Denver	1,675.8	26
San Francisco	1,595.8	27
Kansas City	1,542.7	28
Cincinnati	1,423.5	29
San Jose	1,422.8	30
Milwaukee	1,390.9	31
Sacramento	1,354.6	32
Norfolk-Virginia Beach-Newport News	1,337.5	33
New Orleans	1,337.4	34
Columbus, Ohio	1,314.2	35
Bergen-Passaic	1,302.8	36
San Antonio	1,271.5	37
Fort Worth-Arlington	1,256.4	38
Indianapolis	1,229.0	39
Fort Lauderdale-Hollywood-Pompano Beach	1,190.3	40
Portland, Ore.	1,169.4	41
Hartford-New Britain-Middletown-Bristol	1,104.3	42
Charlotte-Gastonia-Rock Hill	1,088.1	43
Salt Lake City-Ogden	1,056.4	44
Rochester, N.Y.	996.1	45
Oklahoma City	989.1	46
Monmouth-Ocean	970.5	47
Buffalo	970.3	48
Memphis	968.1	49
Louisville	966.1	50
Total Top 50	110,990.6	
Middlesex-Somerset-Hunterdon	962.4	51
Nashville	960.9	52
Orlando	959.0	53
Dayton-Springfield	935.0	54
Birmingham	926.1	55
Greensboro-Winston-Salem-High Point	914.9	56
Providence-Pawtucket-Woonsocket	903.1	57
Jacksonville, Fla.	890.1	58
Albany-Schenectady-Troy	853.8	59
Honolulu	836.2	60
Bridgeport-Stamford-Norwalk-Danbury	834.9	61
Richmond-Petersburg	829.4	62
West Palm Beach-Boca Raton-Delray Beach	[illegible]	63
New Haven-Waterbury-Meriden	794.6	64
Tulsa	749.2	65
Austin	745.1	66
Scranton-Wilkes-Barre	732.2	67
Worcester-Fitchburg-Leominster	670.2	68
Raleigh-Durham	667.9	69
Allentown-Bethlehem	664.8	70
Grand Rapids	654.9	71
Syracuse	651.0	72
Akron	648.5	73
Tucson	640.6	74
Oxnard-Ventura	632.3	75
Gary-Hammond	629.0	76
Omaha	621.0	77
Greenville-Spartanburg	619.1	78
Toledo	615.6	79
Las Vegas	610.9	80
Knoxville	601.8	81
Fresno	600.8	82
Springfield, Mass.	591.4	83
Harrisburg-Lebanon-Carlisle	584.5	84
El Paso	570.0	85
Wilmington, Del.	557.1	86
Baton Rouge	553.7	87
Jersey City	552.5	88
Tacoma	546.9	89
Little Rock-North Little Rock	515.3	90
Youngstown-Warren	512.0	91
Bakersfield	511.0	92
Charleston, S.C.	498.9	93
New Bedford-Fall River-Attleboro	495.7	94
Albuquerque	486.5	95
Lake County, Ill.	486.0	96
Mobile	477.6	97
Stockton	454.2	98
Johnson City-Kingsport-Bristol	451.6	99
Columbia, S.C.	450.2	100
Total Top 100	144,438.2	
Wichita	442.6	101
Flint	440.6	102
Lansing-East Lansing	434.6	103
Chattanooga	434.3	104
Vallejo-Fairfield-Napa	411.5	105
Saginaw-Bay City-Midland	408.5	106
Canton	404.7	107
Jackson, Miss.	402.8	108
York	400.3	109
Augusta	399.5	110
Lancaster	395.0	111
Lakeland-Winter Haven	390.6	112
Colorado Springs	388.3	113
Beaumont-Port Arthur	385.5	114
Des Moines	385.4	115
Joliet	383.8	116
Melbourne-Titusville-Palm Bay	377.6	117
Davenport-Rock Island-Moline	374.0	118
Corpus Christi	369.4	119
McAllen-Edinburg-Mission	366.7	120
Shreveport	365.9	121
Fort Wayne	359.1	122
Santa Rosa-Petaluma	358.7	123
Spokane	358.5	124
Peoria	355.4	125
Aurora-Elgin	354.4	126
Pensacola	349.6	127
Salinas-Seaside-Monterey	348.3	128
Madison	347.1	129
Santa Barbara-Santa Maria-Lompoc	346.7	130
Lexington-Fayette	336.0	131
Daytona Beach	335.4	132
Huntington-Ashland	334.0	133
Modesto	330.5	134
Portsmouth-Dover-Rochester	328.4	135
Reading	327.1	136
Trenton	323.6	137
Manchester-Nashua	322.1	138
Utica-Rome	321.7	139
Appleton-Oshkosh-Neenah	310.5	140
Atlantic City	308.4	141
Montgomery	304.4	142
Visalia-Tulare-Porterville	297.9	143
Fort Myers-Cape Coral	294.6	144
Macon-Warner Robins	287.7	145
Orange County, N.Y.	284.4	146
Rockford	284.2	147
Evansville	283.4	148
Erie	282.7	149
Hamilton-Middletown	275.4	150
Total Top 150	162,150.0	
Lorain-Elyria	274.0	151
Ann Arbor	272.2	152
Charleston, W.Va.	267.3	153
Eugene-Springfield	267.2	154
Binghamton	267.0	155
Fayetteville, N.C.	265.4	156
Salem, Ore.	265.3	157
Poughkeepsie	260.5	158
Brownsville-Harlingen	257.9	159
Johnstown	256.1	160
Sarasota	255.7	161
Columbus, Ga.	254.3	162
Provo-Orem	254.1	163
New London-Norwich	252.4	164
Duluth	247.6	165
Killeen-Temple	245.4	166
Savannah	241.6	167
South Bend-Mishawaka	241.3	168
Reno	237.6	169
Huntsville	237.4	170
Anchorage	[illegible]	171
Springfield, Mo.	231.0	172
Portland, Me.	230.8	173
Roanoke	229.6	174
Santa Cruz	229.2	175
Tallahassee	222.9	176
Lubbock	222.3	177
Hickory	222.1	178
Fort Pierce	220.3	179
Kalamazoo	219.7	180
Boulder-Longmont	219.5	181
Galveston-Texas City	219.2	182
Lafayette, La.	218.9	183
Niagara Falls	218.0	184
Vancouver	216.6	185
Lincoln	209.2	186
Biloxi-Gulfport	206.4	187
Brazoria	205.2	188
Gainesville	204.1	189
Boise	204.0	190
Amarillo	197.9	191
Springfield, Ill.	194.0	192
Beaver County, Pa.	192.9	193
Waco	190.7	194
Green Bay	189.3	195
Houma-Thibodaux	187.9	196
Yakima	185.6	197
Fort Collins-Loveland	185.2	198
Bradenton	183.2	199
St. Cloud	181.7	200
Total Top 200	173,539.0	
Fort Smith	181.4	201
Ocala	179.3	202
Wheeling	176.4	203
Chico	175.1	204
Racine	175.1	204
Lake Charles	173.9	206
Bremerton	173.1	207
Merced	172.4	208
Champaign-Urbana-Rantoul	172.2	209
Asheville	171.8	210
Longview-Marshall	170.6	211
Cedar Rapids	168.4	212
Benton Harbor	166.6	213
Topeka	162.2	214
Muskegon	159.0	215
Clarksville-Hopkinsville	158.6	216
Lima	157.8	217
Parkersburg-Marietta	157.7	218
Tyler	156.1	219
Steubenville-Weirton	152.6	220
Olympia	151.5	221
Fort Walton Beach	150.2	222
Fargo-Moorhead	149.8	223
Waterloo-Cedar Falls	149.7	224
Lynchburg	149.5	225
Elkhart-Goshen	148.0	226
Jackson, Mich.	147.8	227
Athens	146.7	228
Tuscaloosa	145.9	229
Anderson, S.C.	145.6	230
Monroe	144.8	231
Medford	143.0	232
Pittsfield	142.5	233
Richland-Kennewick-Pasco	142.4	234
Florence, Ala.	139.9	235
Vineland-Millville-Bridgeton	139.3	236
Alexandria, La.	139.2	237
Bangor	139.1	238
Eau Claire	139.0	239
Greeley	138.8	240
Battle Creek	138.5	241
Janesville-Beloit	138.0	242
Redding	137.4	243
Joplin	135.7	244
Odessa	134.3	245
Altoona	133.9	246
Terre Haute	133.3	247
Burlington, Vt.	132.5	248
Dothan	132.2	249
Anderson, Ind.	131.2	250
Total Top 250	181,139.0	
Pascagoula	129.4	251
Mansfield	129.3	252
Panama City	129.0	253
Jacksonville, N.C.	128.2	254
Pueblo	128.2	254
Naples	127.9	256
Wichita Falls	127.8	257
Abilene	126.8	258
Decatur, Ill.	126.5	259
Sioux Falls	126.5	259
Bryan-College Station	126.1	261
Las Cruces	126.0	262
Sharon	125.5	263
Anniston	124.9	264
Bloomington-Normal	124.8	265
Charlottesville	124.4	266
Lafayette-West Lafayette	122.8	267
Texarkana	121.4	268
Florence, S.C.	121.1	269
Muncie	121.0	270
Billings	120.6	271
Kenosha	120.6	271
Laredo	120.6	271
Albany, Ga.	118.7	274
Lawton	118.6	275
Williamsport	117.9	276
Bellingham	117.3	277
Yuba City	117.3	277
Wilmington, N.C.	117.1	279
State College	116.9	280
Sioux City	116.4	281
Midland, Tex.	116.1	282
Glens Falls	115.1	283
Hagerstown	114.8	284
Wausau	113.1	285
Danville, Va.	112.2	286
Columbia, Mo.	110.0	287
Santa Fe	109.6	288
Fayetteville-Springdale	109.1	289
Gadsden	104.1	290
Cumberland	103.8	291
Sheboygan	103.3	292
Burlington, N.C.	102.8	293
Kokomo	102.6	294
Kankakee	102.4	295
Bloomington, Ind.	101.4	296
Lewiston-Auburn	101.0	297
Decatur, Ala.	100.7	298
Rochester, Minn.	98.4	299
San Angelo	98.1	300
Sherman-Denison	98.0	301
La Crosse	95.7	302
Elmira	93.7	303
Bismarck	91.4	304
Dubuque	90.8	305
Pine Bluff	90.0	306
Owensboro	87.8	307
St. Joseph	86.7	308
Iowa City	85.9	309
Great Falls	79.2	310
Jackson, Tenn.	78.6	311
Rapid City	77.9	312
Victoria	77.1	313
Cheyenne	73.7	314
Lawrence, Kans.	73.2	315
Casper	70.9	316
Grand Forks	70.5	317
Enid	63.9	318
Total Above Areas	188,462.2	
Percent of U.S.	76.7283	
U.S. Total	245,622.7	

Suburban Population

Area	(Thous.)	Rank
Los Angeles - Long Beach	4,425.9	1
Philadelphia	3,098.4	2
Detroit	3,084.5	3
Chicago	3,048.8	4
Washington	2,808.2	5
Nassau - Suffolk	2,661.7	6
Boston - Lawrence - Salem - Lowell - Brockton	2,490.2	7
Atlanta	2,166.0	8
St. Louis	1,827.0	9
Riverside - San Bernardino	1,784.4	10
Anaheim - Santa Ana	1,744.8	11
Pittsburgh	1,705.8	12
Minneapolis - St. Paul	1,602.2	13
Baltimore	1,541.1	14
Newark	1,475.7	15
Oakland	1,454.5	16
Houston	1,431.1	17
Tampa - St. Petersburg - Clearwater	1,339.9	18
Cleveland	1,308.3	19
Seattle	1,216.3	20
Dallas	1,214.3	21
New York	1,178.6	22
San Diego	1,168.2	23
Denver	1,165.0	24
Bergen - Passaic	1,163.8	25
Miami - Hialeah	1,163.6	26
Cincinnati	1,051.8	27
Monmouth - Ocean	970.5	28
Sacramento	904.5	29
Middlesex - Somerset - Hunterdon	881.8	30
San Francisco	847.8	31
Kansas City	843.9	32
Fort Lauderdale - Hollywood - Pompano Beach	838.8	33
Salt Lake City - Ogden	821.4	34
Orlando	802.3	35
Hartford - New Britain - Middletown - Bristol	790.5	36
Rochester, N.Y.	755.6	37
New Orleans	742.8	38
Milwaukee	732.9	39
Portland, Ore.	731.9	40
Dayton - Springfield	685.3	41
Columbus, Ohio	661.7	42
Louisville	643.6	43
Buffalo	638.1	44
San Jose	638.0	45
Albany - Schenectady - Troy	632.4	46
Providence - Pawtucket - Woonsocket	627.0	47
West Palm Beach - Boca Raton - Delray Beach	620.4	48
Birmingham	616.0	49
Charlotte - Gastonia - Rock Hill	582.3	50
Total Top 50	**67,329.7**	
Scranton - Wilkes-Barre	575.9	51
Richmond - Petersburg	571.7	52
Fort Worth - Arlington	560.6	53
Greenville - Spartanburg	514.7	54
Phoenix	510.6	55
Greensboro - Winston-Salem - High Point	509.0	56
Indianapolis	501.5	57
Syracuse	489.7	58
Wilmington, Del.	486.7	59
Harrisburg - Lebanon - Carlisle	485.8	60
Allentown - Bethlehem	461.5	61
New Haven - Waterbury - Meriden	445.4	62
Bridgeport - Stamford - Norwalk - Danbury	443.8	63
Honolulu	437.7	64
Oklahoma City	435.9	65
Nashville	434.9	66
Grand Rapids	434.2	67
Worcester - Fitchburg - Leominster	434.0	68
Charleston, S.C.	430.7	69
Oxnard - Ventura	412.4	70
Las Vegas	404.9	71
Knoxville	398.9	72
Tacoma	384.8	73
Tulsa	370.6	74
Akron	368.8	75
Lake County, Ill.	368.7	76
Gary - Hammond	363.7	77
York	356.1	78
Columbia, S.C.	354.9	79
Youngstown - Warren	353.4	80
Augusta	352.1	81
Bakersfield	351.3	82
Lancaster	337.3	83
Springfield, Mass.	331.7	84
Johnson City - Kingsport - Bristol	331.5	85
Raleigh - Durham	315.4	86
San Antonio	312.9	87
Baton Rouge	308.5	88
Joliet	306.0	89
Fresno	298.5	90
Lakeland - Winter Haven	294.[illegible]	91
Flint	292.9	92
Jersey City	292.2	93
Orange County, N.Y.	284.4	94
Canton	284.2	95
Pensacola	283.0	96
Daytona Beach	273.8	97
Mobile	271.7	98
Atlantic City	271.1	99
New Bedford - Fall River - Attleboro	269.8	100
Total Top 100	**86,694.2**	
Memphis	269.3	101
Chattanooga	268.6	102
Austin	263.9	103
Saginaw - Bay City - Midland	259.2	104
Norfolk - Virginia Beach - Newport News	258.6	105
Lansing - East Lansing	255.9	106
Jacksonville, Fla.	255.5	107
Portsmouth - Dover - Rochester	251.3	108
Reading	249.1	109
Huntington - Ashland	248.4	110
Toledo	248.4	110
Tucson	244.5	112
Little Rock - North Little Rock	230.8	113
Trenton	230.5	114
Poughkeepsie	229.8	115
Melbourne - Titusville - Palm Bay	227.7	116
Johnstown	224.0	117
McAllen - Edinburg - Mission	217.9	118
Santa Rosa - Petaluma	217.3	119
Stockton	217.3	119
Binghamton	213.1	121
Charleston, W.Va.	209.8	122
Peoria	208.1	123
Utica - Rome	206.9	124
Brazoria	205.2	125
Sarasota	201.6	126
Beaumont - Port Arthur	199.5	127
Fort Myers - Cape Coral	198.3	128
Omaha	196.4	129
Hickory	194.7	130
Aurora - Elgin	194.4	131
Beaver County, Pa.	192.9	132
Des Moines	191.3	133
Fayetteville, N.C.	190.8	134
Jackson, Miss.	189.9	135
Davenport - Rock Island - Moline	186.9	136
Vallejo - Fairfield - Napa	185.0	137
New London - Norwich	184.4	138
Fort Wayne	184.0	139
Spokane	183.7	140
Santa Cruz	181.9	141
Visalia - Tulare - Porterville	180.5	142
Fort Pierce	180.4	143
Santa Barbara - Santa Maria - Lompoc	180.0	144
Salinas - Seaside - Monterey	179.9	145
Vancouver	172.1	146
Salem, Ore.	171.5	147
Appleton - Oshkosh - Neenah	170.8	148
Madison	169.4	149
Portland, Me.	167.3	150
Total Top 150	**97,232.9**	
Erie	165.8	151
Hamilton - Middletown	165.7	152
Ann Arbor	163.3	153
Evansville	154.6	154
Modesto	153.7	155
Niagara Falls	152.9	156
Benton Harbor	152.2	157
Wichita	149.9	158
Rockford	146.4	159
Bradenton	144.5	160
Lorain - Elyria	143.0	161
Manchester - Nashua	142.1	162
Kalamazoo	142.0	163
Chico	141.4	164
St. Cloud	138.3	165
Duluth	137.8	166
Houma - Thibodaux	137.6	167
Bremerton	137.3	168
Wheeling	136.6	169
Killeen - Temple	136.0	170
Yakima	135.6	171
Ocala	131.5	172
Roanoke	127.1	173
Fort Walton Beach	125.3	174
Lexington-Fayette	122.3	175
Lafayette, La.	122.2	176
Merced	122.0	177
Reno	120.4	178
Olympia	120.3	179
Eugene - Springfield	119.5	180
Muskegon	118.9	181
Gainesville	118.0	182
Macon - Warner Robins	117.1	183
Anderson, S.C.	116.7	184
Albuquerque	113.5	185
Biloxi - Gulfport	113.0	186
Galveston - Texas City	112.8	187
Provo - Orem	112.7	188
Asheville	111.2	189
Lima	110.6	190
Jackson, Mich.	110.1	191
Sharon	109.2	192
Bangor	108.9	193
Montgomery	107.9	194
Colorado Springs	107.7	195
Naples	106.8	196
Steubenville - Weirton	106.0	197
Fort Smith	105.8	198
Florence, Ala.	102.9	199
Parkersburg - Marietta	102.4	200
Total Top 200	**103,632.4**	
Athens	102.3	201
Brownsville - Harlingen	99.3	202
Jacksonville, N.C.	99.3	202
Lake Charles	99.2	204
Medford	98.6	205
Glens Falls	98.5	206
Pascagoula	98.1	207
Tallahassee	97.9	208
Corpus Christi	96.1	209
Yuba City	95.2	210
Green Bay	95.1	211
Joplin	94.9	212
Anniston	94.4	213
Burlington, Vt.	93.5	214
Pittsfield	92.4	215
Racine	92.4	215
South Bend - Mishawaka	91.9	217
Savannah	91.5	218
Springfield, Ill.	91.5	218
Panama City	91.4	220
Boise	90.0	221
Boulder - Longmont	88.6	222
Springfield, Mo.	88.6	222
Monroe	88.3	224
Florence, S.C.	88.0	225
Alexandria, La.	87.0	226
Shreveport	85.8	227
Williamsport	85.8	227
Redding	85.2	229
Battle Creek	84.5	230
Eau Claire	84.0	231
Charlottesville	83.4	232
Waco	83.2	233
State College	82.1	234
Elkhart - Goshen	81.4	235
Hagerstown	81.3	236
Greeley	80.6	237
Cumberland	80.2	238
Lynchburg	80.1	239
Altoona	80.0	240
Wausau	79.6	241
Tyler	78.6	242
Mansfield	77.7	243
Dothan	77.2	244
Terre Haute	75.9	245
El Paso	73.9	246
Kankakee	73.7	247
Longview - Marshall	71.9	248
Columbus, Ga.	71.7	249
Bellingham	71.0	250
Total Top 250	**107,985.2**	
Anderson, Ind.	70.8	251
Huntsville	69.7	252
Tuscaloosa	69.7	252
Las Cruces	69.2	254
Fort Collins - Loveland	68.8	255
Danville, Va.	66.9	256
Texarkana	64.9	257
Burlington, N.C.	64.7	258
Wilmington, N.C.	62.8	259
Cedar Rapids	60.3	260
Elmira	60.2	261
Lafayette - West Lafayette	58.1	262
Gadsden	57.2	263
Kokomo	56.1	264
Sheboygan	55.5	265
Champaign - Urbana - Rantoul	55.3	266
Richland - Kennewick - Pasco	55.2	267
Decatur, Ala.	54.0	268
Santa Fe	52.0	269
Clarksville - Hopkinsville	51.8	270
Janesville - Beloit	51.3	271
Fargo - Moorhead	50.8	272
Waterloo - Cedar Falls	49.0	273
Bloomington, Ind.	48.3	274
Muncie	47.7	275
La Crosse	46.2	276
Kenosha	45.5	277
Columbia, Mo.	44.5	278
Billings	43.5	279
Bismarck	41.3	280
Sherman - Denison	40.7	281
Fayetteville - Springdale	40.4	282
Topeka	40.2	283
Rochester, Minn.	39.3	284
Lewiston - Auburn	38.8	285
Vineland - Millville - Bridgeton	38.6	286
Lubbock	38.5	287
Sioux City	37.4	288
Bloomington - Normal	37.3	289
Decatur, Ill.	36.2	290
Iowa City	35.3	291
Albany, Ga.	33.8	292
Lawton	33.0	293
Amarillo	32.5	294
Dubuque	31.3	295
Owensboro	31.0	296
Odessa	29.5	297
Wichita Falls	27.4	298
Sioux Falls	26.4	299
Pueblo	25.9	300
Jackson, Tenn.	25.7	301
Grand Forks	25.0	302
Casper	23.4	303
Lincoln	23.4	303
Rapid City	23.0	305
Great Falls	22.0	306
Cheyenne	20.7	307
Pine Bluff	20.5	308
Victoria	19.6	309
Lawrence, Kans.	16.0	310
Midland, Tex.	13.1	311
Enid	12.6	312
St. Joseph	12.4	313
San Angelo	11.6	314
Bryan - College Station	11.2	315
Abilene	10.5	316
Laredo	6.4	317
Anchorage	.0	318
Total Above Areas	**110,667.1**	
Percent of U.S.	**100.0000**	
U.S. Total	**110,667.1**	

Black Population

Area	(Thous.)	Rank
New York	2,227.9	1
Chicago	1,473.1	2
Los Angeles - Long Beach	1,071.8	3
Philadelphia	942.2	4
Washington	939.7	5
Detroit	914.8	6
Houston	632.1	7
Atlanta	629.1	8
Baltimore	581.1	9
New Orleans	436.2	10
Newark	430.8	11
St. Louis	425.3	12
Dallas	405.0	13
Memphis	403.8	14
Norfolk - Virginia Beach - Newport News	384.5	15
Cleveland	345.7	16
Miami - Hialeah	344.1	17
Oakland	291.9	18
Birmingham	267.8	19
Richmond - Petersburg	244.3	20
Charlotte - Gastonia - Rock Hill	235.2	21
Boston - Lawrence - Salem - Lowell - Brockton	203.4	22
Jacksonville, Fla.	198.1	23
Kansas City	194.9	24
Tampa - St. Petersburg - Clearwater	194.1	25
Nassau - Suffolk	186.8	26
Greensboro - Winston-Salem - High Point	186.7	27
Raleigh - Durham	185.1	28
Cincinnati	180.8	29
Indianapolis	179.1	30
Jackson, Miss.	179.1	30
Pittsburgh	174.9	32
Charleston, S.C.	162.5	33
Baton Rouge	160.4	34
Nashville	159.6	35
Milwaukee	153.1	36
Columbus, Ohio	151.6	37
Mobile	146.7	38
Fort Lauderdale - Hollywood - Pompano Beach	144.3	39
Fort Worth - Arlington	140.1	40
Gary - Hammond	135.9	41
Columbia, S.C.	132.6	42
San Francisco	132.0	43
San Diego	130.6	44
Orlando	129.0	45
Augusta	128.9	46
Louisville	127.9	47
Shreveport	127.3	48
Dayton - Springfield	120.2	49
West Palm Beach - Boca Raton - Delray Beach	116.7	50
Total Top 50	**18,193.7**	
Greenville - Spartanburg	115.4	51
Montgomery	114.9	52
Buffalo	110.7	53
Riverside - San Bernardino	109.6	54
Little Rock - North Little Rock	102.7	55
Macon - Warner Robins	102.7	55
Bergen - Passaic	99.4	57
Columbus, Ga.	95.4	58
San Antonio	93.9	59
Savannah	93.8	60
Beaumont - Port Arthur	90.9	61
Rochester, N.Y.	89.6	62
Oklahoma City	89.4	63
Denver	87.9	64
Flint	86.7	65
Fayetteville, N.C.	86.2	66
Wilmington, Del.	84.5	67
Hartford - New Britain - Middletown - Bristol	82.8	68
Sacramento	76.4	69
Austin	75.0	70
New Haven - Waterbury - Meriden	75.0	70
Tallahassee	74.9	72
Bridgeport - Stamford - Norwalk - Danbury	74.2	73
Jersey City	73.5	74
Toledo	67.3	75
Las Vegas	66.5	76
Seattle	65.6	77
Chattanooga	64.2	78
Phoenix	63.0	79
Trenton	62.8	80
Monmouth - Ocean	62.7	81
Lakeland - Winter Haven	62.0	82
Akron	61.9	83
Pensacola	60.4	84
Tulsa	57.9	85
Youngstown - Warren	56.6	86
Minneapolis - St. Paul	56.1	87
Lafayette, La.	53.3	88
Huntsville	52.5	89
Middlesex - Somerset - Hunterdon	52.3	90
Albany, Ga.	50.9	91
Omaha	49.2	92
Florence, S.C.	48.6	93
Atlantic City	47.2	94
San Jose	45.9	95
Killeen - Temple	45.7	96
Monroe	44.8	97
Tuscaloosa	44.0	98
Galveston - Texas City	42.8	99
Gainesville	42.5	100
Total Top 100	**21,805.9**	
Longview - Marshall	41.8	101
Biloxi - Gulfport	41.2	102
Saginaw - Bay City - Midland	40.5	103
Lake Charles	40.3	104
Daytona Beach	40.0	105
Alexandria, La.	39.6	106
Grand Rapids	39.1	107
Lexington-Fayette	38.8	108
Knoxville	38.5	109
Harrisburg - Lebanon - Carlisle	38.2	110
Pine Bluff	38.2	110
Joliet	37.6	112
Tyler	37.0	113
Danville, Va.	36.4	114
Springfield, Mass.	36.3	115
Fort Pierce	36.1	116
Wichita	35.5	117
Clarksville - Hopkinsville	35.1	118
Vallejo - Fairfield - Napa	35.0	119
Albany - Schenectady - Troy	34.4	120
Lake County, Ill.	34.1	121
Syracuse	34.1	121
Tacoma	34.1	121
Melbourne - Titusville - Palm Bay	33.9	124
Waco	33.5	125
Portland, Ore.	33.3	126
Lynchburg	32.8	127
Ann Arbor	32.0	128
Ocala	31.4	129
Fort Wayne	30.3	130
Providence - Pawtucket - Woonsocket	29.9	131
Texarkana	29.7	132
Dothan	29.5	133
Roanoke	29.0	134
Anaheim - Santa Ana	28.8	135
Athens	28.4	136
Fresno	28.2	137
Jacksonville, N.C.	28.0	138
Anderson, S.C.	27.4	139
Wilmington, N.C.	27.4	139
Benton Harbor	27.3	141
Pascagoula	27.3	141
Lansing - East Lansing	26.7	143
Bakersfield	25.9	144
Houma - Thibodaux	25.7	145
Colorado Springs	25.6	146
Canton	25.4	147
Jackson, Tenn.	25.0	148
Fort Myers - Cape Coral	24.8	149
South Bend - Mishawaka	24.4	150
Total Top 150	**23,439.4**	
Rockford	23.7	151
Anniston	23.6	152
El Paso	23.6	152
Stockton	23.2	154
Peoria	23.1	155
Vineland - Millville - Bridgeton	22.8	156
Muskegon	21.9	157
Burlington, N.C.	21.5	158
Lorain - Elyria	21.0	159
Salinas - Seaside - Monterey	21.0	159
Poughkeepsie	20.4	161
Orange County, N.Y.	20.2	162
Charlottesville	20.0	163
Hickory	20.0	163
Florence, Ala.	19.8	165
Lawton	19.0	166
Kalamazoo	18.5	167
Davenport - Rock Island - Moline	18.3	168
Bradenton	18.0	169
Brazoria	17.5	170
Evansville	17.5	170
Aurora - Elgin	17.4	172
Tucson	17.4	172
Lubbock	17.[illegible]	174
Honolulu	16.8	175
Panama City	16.6	176
Kankakee	16.5	177
Corpus Christi	16.4	178
Asheville	16.3	179
Champaign - Urbana - Rantoul	16.2	180
Gadsden	15.8	181
Des Moines	15.6	182
Bryan - College Station	15.2	183
Battle Creek	15.1	184
Racine	14.9	185
Decatur, Ill.	14.8	186
Charleston, W.Va.	14.4	187
Fort Walton Beach	13.9	188
Erie	13.6	189
Hamilton - Middletown	13.5	190
Sarasota	13.5	190
Springfield, Ill.	13.0	192
Topeka	13.0	192
Wichita Falls	12.5	194
Anchorage	12.3	195
Oxnard - Ventura	12.2	196
Jackson, Mich.	12.0	197
Beaver County, Pa.	11.8	198
Lima	11.7	199
Niagara Falls	11.6	200
Total Top 200	**24,295.1**	
Decatur, Ala.	11.2	201
York	11.1	202
Albuquerque	10.6	203
Midland, Tex.	10.5	204
Worcester - Fitchburg - Leominster	10.5	204
Anderson, Ind.	10.4	206
Allentown - Bethlehem	10.2	207
New London - Norwich	10.1	208
Johnson City - Kingsport - Bristol	10.0	209
Amarillo	9.9	210
Mansfield	9.8	211
Salt Lake City - Ogden	9.1	212
Reading	9.0	213
Utica - Rome	8.8	214
New Bedford - Fall River - Attleboro	8.7	215
Waterloo - Cedar Falls	8.6	216
Merced	8.5	217
Abilene	8.4	218
Lancaster	8.4	218
Santa Barbara - Santa Maria - Lompoc	8.3	220
Muncie	8.1	221
Huntington - Ashland	7.6	222
Naples	7.5	223
Sherman - Denison	7.5	223
Columbia, Mo.	7.3	225
Elkhart - Goshen	7.0	226
Terre Haute	6.8	227
Fort Smith	6.6	228
Odessa	6.5	229
Steubenville - Weirton	6.2	230
Madison	6.0	231
Sharon	5.8	232
Bloomington - Normal	5.5	233
Hagerstown	5.1	234
Scranton - Wilkes Barre	5.0	235
Janesville - Beloit	4.8	236
Kokomo	4.8	236
Victoria	4.8	236
Reno	4.4	239
Elmira	4.3	240
San Angelo	4.3	240
Spokane	4.3	240
Wheeling	4.0	243
Visalia - Tulare - Porterville	3.9	244
Binghamton	3.7	245
Lincoln	3.7	245
Owensboro	3.7	245
Santa Rosa - Petaluma	3.7	245
Johnstown	3.5	249
Modesto	3.5	249
Total Top 250	**24,647.1**	
Springfield, Mo.	3.3	251
Lawrence, Kans.	3.2	252
Bremerton	3.0	253
Cedar Rapids	2.9	254
Kenosha	2.9	254
Yuba City	2.9	254
Bloomington, Ind.	2.8	257
St. Joseph	2.7	258
Pueblo	2.4	259
Richland - Kennewick - Pasco	2.4	259
Pittsfield	2.3	261
Cumberland	2.2	262
Cheyenne	2.1	263
Enid	2.1	263
Lafayette - West Lafayette	2.1	263
Portsmouth - Dover - Rochester	2.1	263
Boulder - Longmont	2.0	267
Las Cruces	2.0	267
Chico	1.9	269
Williamsport	1.9	269
Vancouver	1.8	271
Parkersburg - Marietta	1.7	272
Fayetteville - Springdale	1.6	273
Manchester - Nashua	1.6	273
Santa Cruz	1.6	273
State College	1.6	273
Yakima	1.6	273
Eugene - Springfield	1.5	278
Glens Falls	1.4	279
Salem, Ore.	1.4	279
Iowa City	1.2	281
Olympia	1.2	281
Grand Forks	1.1	283
Joplin	1.1	283
Sioux City	1.1	283
Altoona	1.0	286
Brownsville - Harlingen	1.0	286
Duluth	1.0	286
Great Falls	1.0	286
Portland, Me.	1.0	286
Rapid City	.9	291
Fort Collins - Loveland	.8	292
Redding	.8	292
Boise	.7	294
Greeley	.7	294
McAllen - Edinburg - Mission	.7	294
Burlington, Vt.	.5	297
Casper	.5	297
Green Bay	.5	297
Santa Fe	.5	297
Appleton - Oshkosh - Neenah	.4	301
Rochester, Minn.	.4	301
St. Cloud	.4	301
Bellingham	.3	304
Billings	.3	304
Fargo - Moorhead	.3	304
Sheboygan	.3	304
Sioux Falls	.3	304
Bangor	.2	309
Dubuque	.2	309
Eau Claire	.2	309
La Crosse	.2	309
Lewiston - Auburn	.2	309
Medford	.2	309
Bismarck	.1	315
Laredo	.1	315
Provo - Orem	.1	315
Wausau	0	318
Total Above Areas	**24,733.6**	
Percent of U.S.	**82.1933**	
U.S. Total	**30,092.0**	

Hispanic Population

Area	(Thous.)	Rank
Los Angeles - Long Beach	2,741.4	1
New York	1,713.8	2
Miami - Hialeah	773.3	3
San Antonio	660.7	4
Chicago	612.8	5
Houston	597.6	6
Riverside - San Bernardino	465.7	7
San Diego	400.5	8
El Paso	394.6	9
Anaheim - Santa Ana	390.2	10
McAllen - Edinburg - Mission	321.2	11
Phoenix	292.6	12
San Jose	292.6	12
Dallas	273.4	14
Oakland	246.4	15
Brownsville - Harlingen	218.5	16
San Francisco	210.8	17
Corpus Christi	210.1	18
Fresno	206.0	19
Albuquerque	195.2	20
Denver	184.9	21
Jersey City	172.1	22
Oxnard - Ventura	161.[illegible]	23
Newark	155.6	24
Austin	154.8	25
Sacramento	152.1	26
Tucson	149.[illegible]	27
Philadelphia	132.3	28
Bakersfield	129.2	29
Nassau - Suffolk	122.3	30
Laredo	116.7	31
Washington	113.6	32
Tampa - St. Petersburg - Clearwater	111.6	33
Bergen - Passaic	111.2	34
Fort Worth - Arlington	110.9	35
Salinas - Seaside - Monterey	106.5	36
Visalia - Tulare - Porterville	105.1	37
Stockton	103.1	38
Boston - Lawrence - Salem - Lowell - Brockton	96.1	39
Detroit	80.0	40
Santa Barbara - Santa Maria - Lompoc	74.8	41
Las Cruces	71.2	42
Honolulu	62.0	43
Modesto	57.8	44
Santa Fe	56.7	45
Salt Lake City - Ogden	54.0	46
New Orleans	53.1	47
Fort Lauderdale - Hollywood - Pompano Beach	52.8	48
Lubbock	52.1	49
Middlesex - Somerset - Hunterdon	51.0	50
Total Top 50	14,370.5	
Bridgeport - Stamford - Norwalk - Danbury	50.9	51
Merced	50.7	52
Hartford - New Britain - Middletown - Bristol	50.2	53
Las Vegas	48.2	54
Vallejo - Fairfield - Napa	48.2	54
Gary - Hammond	47.5	56
West Palm Beach - Boca Raton - Delray Beach	44.9	57
Pueblo	42.1	58
Santa Cruz	39.5	59
Orlando	38.6	60
Kansas City	38.0	61
Seattle	37.1	62
Odessa	36.7	63
Milwaukee	36.6	64
Aurora - Elgin	36.1	65
Brazoria	33.7	66
Colorado Springs	32.2	67
Atlanta	31.9	68
Galveston - Texas City	31.5	69
New Haven - Waterbury - Meriden	30.3	70
Killeen - Temple	30.1	71
Monmouth - Ocean	29.4	72
Santa Rosa - Petaluma	29.1	73
Yakima	28.4	74
Lake County, Ill.	27.3	75
Portland, Ore.	27.3	75
Victoria	27.0	77
Cleveland	26.3	78
Springfield, Mass.	26.2	79
St. Louis	25.4	80
Minneapolis - St. Paul	25.1	81
San Angelo	24.9	82
Greeley	24.2	83
Baltimore	23.8	84
Oklahoma City	23.6	85
Norfolk - Virginia Beach - Newport News	23.1	86
Rochester, N.Y.	22.4	87
Midland, Tex.	21.8	88
Providence - Pawtucket - Woonsocket	21.1	89
Amarillo	20.2	90
Waco	20.0	91
Joliet	18.2	92
Abilene	18.1	93
Jacksonville, Fla.	18.0	94
Saginaw - Bay City - Midland	17.8	95
Allentown - Bethlehem	17.7	96
Toledo	17.5	97
Grand Rapids	17.1	98
Vineland - Millville - Bridgeton	15.8	99
Worcester - Fitchburg - Leominster	15.7	100
Total Top 100	15,861.0	
Beaumont - Port Arthur	15.5	101
Buffalo	15.5	101
Lansing - East Lansing	15.5	101
Bryan - College Station	15.3	104
Naples	15.3	104
Tacoma	15.1	106
Yuba City	14.1	107
Orange County, N.Y.	14.0	108
Lorain - Elyria	13.8	109
Wichita	13.6	110
Omaha	13.4	111
Trenton	13.4	111
Salem, Ore.	13.3	113
Davenport - Rock Island - Moline	12.9	114
Lakeland - Winter Haven	12.9	114
Boulder - Longmont	12.2	116
Reno	12.0	117
Pittsburgh	11.8	118
Tulsa	11.7	119
Atlantic City	11.6	120
New Bedford - Fall River - Attleboro	11.6	120
Fort Collins - Loveland	11.2	122
Chico	10.8	123
Lancaster	10.8	123
Fayetteville, N.C.	10.5	125
Richland - Kennewick - Pasco	10.5	125
Wilmington, Del.	10.4	127
Reading	10.3	128
Albany - Schenectady - Troy	10.1	129
Wichita Falls	9.9	130
Indianapolis	9.8	131
Memphis	9.8	131
Baton Rouge	9.5	133
Charlotte - Gastonia - Rock Hill	9.2	134
Columbus, Ohio	9.1	135
Fort Myers - Cape Coral	9.1	135
Flint	8.5	137
Cincinnati	8.4	138
Melbourne - Titusville - Palm Bay	8.1	139
Rockford	8.0	140
Charleston, S.C.	7.9	141
Racine	7.9	141
Richmond - Petersburg	7.8	143
Nashville	7.6	144
Anchorage	7.5	145
Cheyenne	7.4	146
Poughkeepsie	7.1	147
Harrisburg - Lebanon - Carlisle	7.0	148
Lawton	6.9	149
Topeka	6.9	149
Total Top 150	16,403.5	
Youngstown - Warren	6.9	149
Dayton - Springfield	6.8	152
Gainesville	6.8	152
Greensboro - Winston-Salem - High Point	6.5	154
Augusta	6.4	155
Syracuse	6.4	155
Tyler	6.3	157
Birmingham	6.2	[illegible]
Columbus, Ga.	6.2	158
Pensacola	6.2	158
Fort Pierce	6.1	161
Louisville	6.1	161
Provo - Orem	6.1	161
Columbia, S.C.	6.0	164
Eugene - Springfield	6.0	164
Raleigh - Durham	6.0	164
Daytona Beach	5.9	167
Des Moines	5.7	168
Shreveport	5.7	168
Fort Wayne	5.6	170
Jacksonville, N.C.	5.4	171
New London - Norwich	5.4	171
Spokane	5.3	173
Mobile	5.1	174
Greenville - Spartanburg	5.0	175
Lafayette, La.	5.0	175
Ann Arbor	4.8	177
Boise	4.8	177
Medford	4.8	177
Redding	4.8	177
Bremerton	4.6	181
Little Rock - North Little Rock	4.6	181
Clarksville - Hopkinsville	4.5	183
Bradenton	4.3	184
Knoxville	4.3	184
Biloxi - Gulfport	4.2	186
Sarasota	4.2	186
Tallahassee	4.0	188
South Bend - Mishawaka	3.9	189
Fort Walton Beach	3.8	190
Kenosha	3.8	190
Longview - Marshall	3.8	190
Madison	3.8	190
Peoria	3.8	190
York	3.8	190
Canton	3.7	196
Akron	3.6	197
Vancouver	3.6	197
Houma - Thibodaux	3.5	199
Billings	3.4	200
Total Top 200	16,657.1	
Jackson, Miss.	3.4	200
Scranton - Wilkes-Barre	3.4	200
Chattanooga	3.3	203
Lincoln	3.3	203
Muskegon	3.3	203
Olympia	3.3	203
Utica - Rome	3.3	203
Ocala	3.2	208
Kalamazoo	3.1	209
Champaign - Urbana - Rantoul	2.9	210
Montgomery	2.9	210
Savannah	2.9	210
Macon - Warner Robins	2.8	213
Manchester - Nashua	2.8	213
Battle Creek	2.7	215
Huntsville	2.7	215
Casper	2.6	217
Benton Harbor	2.4	218
Johnson City - Kingsport - Bristol	2.4	218
Lexington-Fayette	2.4	218
Bellingham	2.3	221
Lake Charles	2.3	221
Erie	2.2	223
Panama City	2.2	223
Portsmouth - Dover - Rochester	2.2	223
Binghamton	2.0	226
Elkhart - Goshen	2.0	226
Jackson, Mich.	2.0	226
Niagara Falls	2.0	226
Appleton - Oshkosh - Neenah	1.8	230
Dothan	1.8	230
Lawrence, Kans.	1.8	230
Sherman - Denison	1.8	230
Sioux City	1.8	230
Alexandria, La.	1.7	235
Athens	1.7	235
Hamilton - Middletown	1.7	235
Huntington - Ashland	1.7	235
Pascagoula	1.7	235
Springfield, Mo.	1.7	235
Fort Smith	1.6	241
St. Joseph	1.6	241
Texarkana	1.6	241
Kankakee	1.5	244
Lafayette - West Lafayette	1.5	244
Rapid City	1.5	244
Albany, Ga.	1.4	247
Cedar Rapids	1.4	247
Charleston, W.Va.	1.4	247
Great Falls	1.4	247
Total Top 250	16,769.5	
Monroe	1.4	247
Roanoke	1.4	247
Bloomington - Normal	1.3	253
Evansville	1.3	253
Hickory	1.3	253
Springfield, Ill.	1.3	253
Tuscaloosa	1.3	253
Anniston	1.2	258
Asheville	1.2	258
Beaver County, Pa.	1.2	258
Bloomington, Ind.	1.2	258
Columbia, Mo.	1.2	258
Glens Falls	1.2	258
Johnstown	1.2	258
Portland, Me.	1.2	258
Burlington, Vt.	1.1	266
Charlottesville	1.1	266
Fargo - Moorhead	1.1	266
Grand Forks	1.1	266
Green Bay	1.1	266
Kokomo	1.1	266
Lima	1.1	266
Mansfield	1.1	266
Sheboygan	1.1	266
Elmira	1.0	275
Fayetteville - Springdale	1.0	275
Florence, S.C.	1.0	275
Janesville - Beloit	1.0	275
Joplin	1.0	275
Lynchburg	1.0	275
Waterloo - Cedar Falls	1.0	275
Wheeling	1.0	275
Wilmington, N.C.	1.0	275
Anderson, S.C.	.9	284
Duluth	.9	284
Iowa City	.9	284
Pittsfield	.9	284
State College	.9	284
Terre Haute	.9	284
Anderson, Ind.	.8	290
Danville, Va.	.8	290
Decatur, Ill.	.8	290
Enid	.8	290
Florence, Ala.	.8	290
Muncie	.8	290
Steubenville - Weirton	.8	290
Burlington, N.C.	.7	297
Decatur, Ala.	.7	297
Hagerstown	.7	297
Parkersburg - Marietta	.7	297
Pine Bluff	.7	297
St. Cloud	.7	297
Jackson, Tenn.	.6	303
Rochester, Minn.	.6	303
Sioux Falls	.6	303
Dubuque	.5	306
Eau Claire	.5	306
Gadsden	.5	306
Lewiston - Auburn	.5	306
Owensboro	.5	306
Altoona	.4	311
Bangor	.4	311
Bismarck	.4	311
Cumberland	.4	311
La Crosse	.4	311
Sharon	.4	311
Williamsport	.4	311
Wausau	.3	318
Total Above Areas	16,829.9	
Percent of U.S.	88.9360	
U.S. Total	18,923.6	

Population Under Age 6

Area	(Thous.)	Rank
Los Angeles - Long Beach	774.5	1
New York	676.7	2
Chicago	546.8	3
Philadelphia	388.3	4
Detroit	387.1	5
Houston	334.4	6
Washington	284.3	7
Boston - Lawrence - Salem - Lowell - Brockton	261.5	8
Atlanta	239.6	9
Dallas	232.5	10
St. Louis	221.6	11
Riverside - San Bernardino	215.2	12
Minneapolis - St. Paul	210.2	13
Nassau - Suffolk	201.6	14
San Diego	196.1	15
Anaheim - Santa Ana	183.2	16
Phoenix	182.5	17
Baltimore	182.0	18
Salt Lake City - Ogden	158.9	19
Oakland	158.2	20
Denver	151.0	21
Cleveland	150.7	22
Pittsburgh	150.4	23
Newark	148.9	24
Seattle	142.8	25
Kansas City	142.2	26
New Orleans	135.6	27
Cincinnati	133.1	28
San Antonio	131.8	29
Miami - Hialeah	129.3	30
Tampa - St. Petersburg - Clearwater	126.6	31
Milwaukee*	123.7	32
Norfolk - Virginia Beach - Newport News	122.8	33
San Jose	120.1	34
Columbus, Ohio	117.9	35
Sacramento	116.9	36
Fort Worth - Arlington	116.7	37
Indianapolis	113.2	38
Portland, Ore.	103.3	39
San Francisco	98.9	40
Oklahoma City	95.1	41
Memphis	95.0	42
Charlotte - Gastonia - Rock Hill	91.1	43
Bergen - Passaic	90.0	44
Louisville	88.3	45
Birmingham	84.7	46
Nashville	82.9	47
Dayton - Springfield	81.7	48
Rochester, N.Y.	81.1	49
Jacksonville, Fla.	80.9	50
Total Top 50	**9,479.9**	
Honolulu	80.4	51
Hartford - New Britain - Middletown - Bristol	79.5	52
Monmouth - Ocean	77.1	53
Orlando	77.0	54
Buffalo	73.1	55
Tulsa	71.5	56
Greensboro - Winston-Salem - High Point	71.3	57
Fort Lauderdale - Hollywood - Pompano Beach	71.1	58
Middlesex - Somerset - Hunterdon	69.3	59
Austin	67.8	60
Richmond - Petersburg	67.2	61
El Paso	67.1	62
Providence - Pawtucket - Woonsocket	66.2	63
Gary - Hammond	66.1	64
Albany - Schenectady - Troy	65.8	65
Grand Rapids	65.5	66
Oxnard - Ventura	63.1	67
Fresno	61.6	68
Omaha	61.4	69
Bridgeport - Stamford - Norwalk - Danbury	59.5	70
Baton Rouge	59.3	71
New Haven - Waterbury - Meriden	58.0	72
Toledo	57.2	73
Tucson	56.3	74
Bakersfield	56.1	75
Syracuse	55.6	76
Akron	54.9	77
Las Vegas	53.8	78
Tacoma	53.4	79
Worcester - Fitchburg - Leominster	53.4	79
Scranton - Wilkes-Barre	52.8	81
Greenville - Spartanburg	52.3	82
Little Rock - North Little Rock	51.0	83
Raleigh - Durham	50.8	84
West Palm Beach - Boca Raton - Delray Beach	50.8	84
Charleston, S.C.	49.9	86
Allentown - Bethlehem	49.4	87
Mobile	49.4	87
McAllen - Edinburg - Mission	48.8	89
Knoxville	47.3	90
Wilmington, Del.	46.9	91
Albuquerque	45.9	92
Harrisburg - Lebanon - Carlisle	45.8	93
Lake County, Ill.	45.6	94
Provo - Orem	45.6	94
Jersey City	45.5	96
Wichita	44.1	97
Youngstown - Warren	43.9	98
Stockton	43.8	99
Springfield, Mass.	43.7	100
Total Top 100	**12,372.8**	
Flint	43.6	101
Corpus Christi	42.3	102
Jackson, Miss.	41.9	103
Joliet	41.8	104
New Bedford - Fall River - Attleboro	40.6	105
Saginaw - Bay City - Midland	40.0	106
Lansing - East Lansing	39.7	107
Columbia, S.C.	39.3	108
Augusta	39.0	109
Vallejo - Fairfield - Napa	39.0	109
Chattanooga	38.5	111
Shreveport	38.1	112
Beaumont - Port Arthur	38.0	113
Colorado Springs	37.5	114
Aurora - Elgin	37.4	115
Davenport - Rock Island - Moline	36.8	116
Fort Wayne	36.2	117
Lancaster	36.1	118
Salinas - Seaside - Monterey	35.7	119
Canton	35.6	120
Johnson City - Kingsport - Bristol	35.6	120
Peoria	35.1	122
Des Moines	35.0	123
Brownsville - Harlingen	33.7	124
Visalia - Tulare - Porterville	33.5	125
Spokane	33.3	126
Modesto	33.2	127
York	32.4	128
Pensacola	32.2	129
Lakeland - Winter Haven	31.8	130
Huntington - Ashland	30.5	131
Lexington-Fayette	30.3	132
Fayetteville, N.C.	30.1	133
Santa Rosa - Petaluma	29.5	134
Appleton - Oshkosh - Neenah	29.4	135
Montgomery	29.3	136
Killeen - Temple	28.6	137
Manchester - Nashua	27.8	138
Portsmouth - Dover - Rochester	27.8	138
Lorain - Elyria	27.6	140
Macon - Warner Robins	27.5	141
Madison	26.9	142
Santa Barbara - Santa Maria - Lompoc	26.3	143
Anchorage	26.2	144
Utica - Rome	26.2	144
Orange County, N.Y.	26.1	146
Rockford	26.0	147
Erie	25.8	148
Evansville	25.6	149
Hamilton - Middletown	25.5	150
Total Top 150	**14,038.7**	
Salem, Ore.	25.4	151
Melbourne - Titusville - Palm Bay	25.3	152
Columbus, Ga.	24.9	153
Reading	24.2	154
Savannah	24.2	154
Eugene - Springfield	24.0	156
Charleston, W.Va.	23.8	157
Trenton	23.6	158
Lafayette, La.	23.5	159
Lubbock	22.9	160
Atlantic City	22.7	161
Vancouver	22.5	162
Brazoria	22.3	163
Duluth	22.0	164
Houma - Thibodaux	21.9	165
Johnstown	21.9	165
Ann Arbor	21.8	167
Boise	21.8	167
Galveston - Texas City	21.5	169
South Bend - Mishawaka	21.0	170
Biloxi - Gulfport	20.9	171
Binghamton	20.9	171
New London - Norwich	20.6	173
Amarillo	20.5	174
Daytona Beach	20.4	175
Huntsville	20.4	175
Merced	20.2	177
Tallahassee	20.0	178
Poughkeepsie	19.9	179
Springfield, Mo.	19.8	180
Fort Myers - Cape Coral	19.4	181
St. Cloud	19.4	181
Yakima	19.2	183
Hickory	18.8	184
Kalamazoo	18.7	185
Green Bay	18.4	186
Lake Charles	18.2	187
Niagara Falls	18.2	187
Santa Cruz	18.2	187
Portland, Me.	18.1	190
Lincoln	17.8	191
Reno	17.6	192
Fort Smith	17.5	193
Springfield, Ill.	17.4	194
Waco	17.3	195
Clarksville - Hopkinsville	17.1	196
Longview - Marshall	17.0	197
Racine	16.9	198
Boulder - Longmont	16.8	199
Roanoke	16.7	200
Total Top 200	**15,062.2**	
Gainesville	16.6	201
Bremerton	16.5	202
Fort Pierce	16.5	202
Richland - Kennewick - Pasco	16.3	204
Laredo	16.0	205
Fort Collins - Loveland	15.9	206
Lima	15.9	206
Benton Harbor	15.8	208
Monroe	15.7	209
Muskegon	15.6	210
Cedar Rapids	15.5	211
Beaver County, Pa.	15.4	212
Odessa	15.3	213
Elkhart - Goshen	15.0	214
Tyler	14.8	215
Alexandria, La.	14.6	216
Topeka	14.6	216
Waterloo - Cedar Falls	14.5	218
Jacksonville, N.C.	14.4	219
Parkersburg - Marietta	14.4	219
Pascagoula	14.4	219
Wheeling	14.4	219
Olympia	14.3	223
Fort Walton Beach	14.1	224
Greeley	14.0	225
Fargo - Moorhead	13.9	226
Champaign - Urbana - Rantoul	13.7	227
Dothan	13.7	227
Las Cruces	13.7	227
Chico	13.4	230
Ocala	13.4	230
Albany, Ga.	13.3	232
Jackson, Mich.	13.2	233
Janesville - Beloit	13.2	233
Lawton	13.2	233
Anderson, S.C.	13.1	236
Tuscaloosa	13.1	236
Abilene	12.8	238
Asheville	12.8	238
Steubenville - Weirton	12.7	240
Florence, S.C.	12.6	241
Midland, Tex.	12.6	241
Battle Creek	12.5	243
Medford	12.5	243
Athens	12.4	245
Eau Claire	12.4	245
Vineland - Millville - Bridgeton	12.4	245
Billings	12.3	248
Redding	12.3	248
Sioux Falls	12.3	248
Total Top 250	**15,766.2**	
Decatur, Ill.	12.1	251
Sioux City	12.1	251
Mansfield	12.0	253
Pueblo	12.0	253
Texarkana	12.0	253
Wichita Falls	12.0	253
Anderson, Ind.	11.9	257
Florence, Ala.	11.9	257
Lynchburg	11.9	257
Yuba City	11.9	257
Panama City	11.8	261
Sarasota	11.8	261
Bangor	11.7	263
Joplin	11.7	263
Bradenton	11.5	265
Wausau	11.4	266
Altoona	11.3	267
Anniston	11.3	267
Terre Haute	11.0	269
Bryan - College Station	10.8	270
Burlington, Vt.	10.7	271
Kenosha	10.7	271
Bloomington - Normal	10.6	273
Bellingham	10.4	274
Kankakee	10.3	275
Pittsfield	10.2	276
Santa Fe	10.1	277
Williamsport	10.0	278
Bismarck	9.9	279
Glens Falls	9.9	279
Kokomo	9.8	281
Muncie	9.8	281
Sharon	9.8	281
Sheboygan	9.6	284
Lafayette - West Lafayette	9.5	285
Wilmington, N.C.	9.5	285
Rochester, Minn.	9.4	287
Decatur, Ala.	9.3	288
Gadsden	9.3	288
Charlottesville	9.2	290
Fayetteville - Springdale	9.2	290
Pine Bluff	9.1	292
San Angelo	9.1	292
Lewiston - Auburn	9.0	294
Naples	9.0	294
Dubuque	8.9	296
Danville, Va.	8.8	297
Victoria	8.7	298
Rapid City	8.6	299
Columbia, Mo.	8.5	300
Owensboro	8.5	300
Hagerstown	8.3	302
Sherman - Denison	8.2	303
Elmira	8.0	304
Casper	7.9	305
Cumberland	7.9	305
Great Falls	7.9	305
La Crosse	7.9	305
St. Joseph	7.8	309
Grand Forks	7.7	310
State College	7.6	311
Cheyenne	7.4	312
Jackson, Tenn.	7.3	313
Bloomington, Ind.	7.1	314
Burlington, N.C.	7.1	314
Iowa City	6.6	316
Enid	6.4	317
Lawrence, Kans.	5.5	318
Total Above Areas	**16,422.3**	
Percent of U.S.	**75.2509**	
U.S. Total	**21,823.4**	

Population Age 6 to 17

Area	(Thous.)	Rank
Los Angeles - Long Beach	1,338.2	1
New York	1,261.9	2
Chicago	1,030.4	3
Philadelphia	804.9	4
Detroit	790.4	5
Washington	605.9	6
Boston - Lawrence - Salem - Lowell - Brockton	595.2	7
Houston	570.1	8
Nassau - Suffolk	483.8	9
Atlanta	474.8	10
St. Louis	422.3	11
Dallas	421.7	12
Minneapolis - St. Paul	396.3	13
Baltimore	388.0	14
Anaheim - Santa Ana	364.2	15
Riverside - San Bernardino	362.4	16
San Diego	343.7	17
Phoenix	325.4	18
Pittsburgh	323.7	19
Newark	322.4	20
Oakland	303.7	21
Cleveland	302.3	22
Denver	276.5	23
Seattle	272.7	24
Tampa - St. Petersburg - Clearwater	270.0	25
Miami - Hialeah	260.9	26
Kansas City	257.4	27
Cincinnati	246.8	28
San Antonio	239.3	29
New Orleans	238.4	30
San Jose	235.3	31
Milwaukee	235.0	32
Norfolk - Virginia Beach - Newport News	222.2	33
Columbus, Ohio	217.9	34
Indianapolis	217.3	35
Fort Worth - Arlington	213.9	36
Sacramento	211.0	37
Bergen - Passaic	201.3	38
Salt Lake City - Ogden	200.6	39
San Francisco	191.9	40
Charlotte - Gastonia - Rock Hill	189.6	41
Hartford - New Britain - Middletown - Bristol	178.8	42
Portland, Ore.	178.8	42
Memphis	175.3	44
Rochester, N.Y.	169.9	45
Louisville	165.5	46
Monmouth - Ocean	162.9	47
Oklahoma City	160.5	48
Dayton - Springfield	160.1	49
Buffalo	159.7	50
Total Top 50	**18,141.2**	
Orlando	159.4	51
Middlesex - Somerset - Hunterdon	159.3	52
Nashville	158.1	53
Jacksonville, Fla.	154.3	54
Birmingham	153.4	55
Greensboro - Winston-Salem - High Point	153.2	56
Fort Lauderdale - Hollywood - Pompano Beach	151.4	57
Providence - Pawtucket - Woonsocket	141.8	58
Bridgeport - Stamford - Norwalk - Danbury	141.2	59
Albany - Schenectady - Troy	139.3	60
Richmond - Petersburg	136.3	61
Honolulu	135.0	62
New Haven - Waterbury - Meriden	124.5	63
Tulsa	124.3	64
El Paso	118.3	65
Gary - Hammond	116.3	66
Austin	116.2	67
Oxnard - Ventura	116.0	68
Grand Rapids	115.1	69
Syracuse	112.6	70
Worcester - Fitchburg - Leominster	111.9	71
Scranton - Wilkes-Barre	111.1	72
Omaha	110.4	73
Akron	108.7	74
Greenville - Spartanburg	105.1	75
Toledo	104.1	76
Allentown - Bethlehem	103.0	77
Fresno	102.9	78
Raleigh - Durham	102.6	79
West Palm Beach - Boca Raton - Delray Beach	102.2	80
Baton Rouge	101.6	81
Tucson	100.4	82
Las Vegas	100.2	83
Knoxville	96.1	84
Wilmington, Del.	96.0	85
Springfield, Mass.	94.2	86
Harrisburg - Lebanon - Carlisle	94.1	87
Charleston, S.C.	89.8	88
Bakersfield	88.9	89
Little Rock - North Little Rock	88.5	90
Tacoma	88.5	90
Lake County, Ill.	87.8	92
Mobile	87.5	93
Flint	85.8	94
Youngstown - Warren	85.7	95
McAllen - Edinburg - Mission	85.2	96
New Bedford - Fall River - Attleboro	84.9	97
Jersey City	84.8	98
Albuquerque	82.9	99
Saginaw - Bay City - Midland	78.9	100
Total Top 100	**23,731.0**	
Stockton	77.0	101
Columbia, S.C.	75.7	102
Johnson City - Kingsport - Bristol	75.5	103
Lansing - East Lansing	73.7	104
Joliet	73.6	105
Chattanooga	73.5	106
Jackson, Miss.	73.4	107
Corpus Christi	72.1	108
Augusta	71.6	109
Wichita	70.2	110
Canton	69.5	111
York	67.9	112
Vallejo - Fairfield - Napa	67.8	113
Beaumont - Port Arthur	67.0	114
Colorado Springs	65.9	115
Lancaster	65.7	116
Shreveport	65.3	117
Aurora - Elgin	65.1	118
Lakeland - Winter Haven	64.4	119
Fort Wayne	64.2	120
Davenport - Rock Island - Moline	64.1	121
Des Moines	64.0	122
Pensacola	61.6	123
Peoria	60.3	124
Melbourne - Titusville - Palm Bay	59.3	125
Spokane	58.2	126
Brownsville - Harlingen	58.0	127
Manchester - Nashua	57.4	128
Huntington - Ashland	57.0	129
Modesto	56.6	130
Portsmouth - Dover - Rochester	56.4	131
Visalia - Tulare - Porterville	55.8	132
Montgomery	55.6	133
Appleton - Oshkosh - Neenah	55.2	134
Utica - Rome	55.2	134
Salinas - Seaside - Monterey	54.9	136
Santa Rosa - Petaluma	54.7	137
Lexington-Fayette	53.2	138
Macon - Warner Robins	52.8	139
Lorain - Elyria	52.2	140
Orange County, N.Y.	52.1	141
Madison	51.8	142
Rockford	51.1	143
Trenton	50.6	144
Santa Barbara - Santa Maria - Lompoc	50.2	145
Reading	50.1	146
Erie	49.0	147
Atlantic City	47.5	148
Hamilton - Middletown	47.0	149
Fayetteville, N.C.	46.6	150
Total Top 150	**26,769.6**	
Evansville	46.2	151
Provo - Orem	46.2	151
Binghamton	44.9	153
Poughkeepsie	44.8	154
Columbus, Ga.	44.6	155
Daytona Beach	43.2	156
Huntsville	43.1	157
Salem, Ore.	42.6	158
Savannah	42.2	159
Johnstown	41.9	160
Charleston, W.Va.	41.6	161
Eugene - Springfield	40.9	162
Lafayette, La.	40.9	162
New London - Norwich	40.8	164
Anchorage	40.3	165
Vancouver	39.5	166
Duluth	39.1	167
South Bend - Mishawaka	39.0	168
Hickory	38.9	169
Fort Myers - Cape Coral	38.7	170
Ann Arbor	38.6	171
Houma - Thibodaux	38.3	172
Killeen - Temple	38.3	172
Galveston - Texas City	38.1	174
Portland, Me.	37.6	175
Biloxi - Gulfport	37.4	176
Niagara Falls	37.0	177
Brazoria	36.5	178
Lubbock	36.5	178
Roanoke	36.2	180
Tallahassee	35.9	181
Green Bay	35.6	182
Springfield, Mo.	35.4	183
Kalamazoo	35.1	184
Boise	34.5	185
St. Cloud	34.2	186
Reno	33.7	187
Yakima	32.9	188
Boulder - Longmont	32.8	189
Racine	32.2	190
Lake Charles	32.1	191
Fort Smith	32.0	192
Amarillo	31.9	193
Merced	31.9	193
Santa Cruz	31.5	195
Fort Pierce	31.4	196
Beaver County, Pa.	31.2	197
Springfield, Ill.	31.1	198
Benton Harbor	30.8	199
Waco	29.3	200
Total Top 200	**28,639.0**	
Gainesville	29.1	201
Lincoln	29.1	201
Longview - Marshall	29.1	201
Muskegon	29.0	204
Cedar Rapids	28.9	205
Ocala	28.9	205
Laredo	28.4	207
Bremerton	28.3	208
Lima	28.1	209
Wheeling	27.9	210
Fort Collins - Loveland	27.6	211
Sarasota	27.6	211
Asheville	27.1	213
Parkersburg - Marietta	27.0	214
Fort Walton Beach	26.9	215
Monroe	26.8	216
Elkhart - Goshen	26.7	217
Pascagoula	26.6	218
Tyler	26.5	219
Olympia	26.2	220
Clarksville - Hopkinsville	25.8	221
Topeka	25.8	221
Vineland - Millville - Bridgeton	25.8	221
Alexandria, La.	25.6	224
Jackson, Mich.	25.6	224
Richland - Kennewick - Pasco	25.4	226
Steubenville - Weirton	25.3	227
Anderson, S.C.	25.1	228
Janesville - Beloit	25.0	229
Florence, Ala.	24.5	230
Waterloo - Cedar Falls	24.4	231
Las Cruces	24.2	232
Lynchburg	24.2	232
Battle Creek	23.9	234
Albany, Ga.	23.8	235
Eau Claire	23.8	235
Dothan	23.7	237
Greeley	23.7	237
Chico	23.6	239
Tuscaloosa	23.6	239
Anderson, Ind.	23.5	241
Bangor	23.5	241
Odessa	23.3	243
Redding	23.3	243
Medford	23.2	245
Florence, S.C.	22.9	246
Pittsfield	22.7	247
Bradenton	22.6	248
Burlington, Vt.	22.6	248
Panama City	22.5	250
Total Top 250	**29,917.7**	
Athens	22.4	251
Mansfield	22.4	251
Pueblo	22.3	253
Champaign - Urbana - Rantoul	22.2	254
Joplin	22.1	255
Fargo - Moorhead	22.0	256
Altoona	21.9	257
Glens Falls	21.7	258
Decatur, Ill.	21.3	259
Kenosha	21.3	259
Texarkana	21.3	259
Anniston	21.2	262
Sioux Falls	20.9	263
Wausau	20.7	264
Sharon	20.5	265
Lawton	20.3	266
Yuba City	20.3	266
Billings	20.1	268
Terre Haute	20.1	268
Abilene	19.9	270
Muncie	19.9	270
Santa Fe	19.9	270
Wilmington, N.C.	19.9	270
Midland, Tex.	19.7	274
Wichita Falls	19.5	275
Sioux City	19.4	276
Williamsport	19.4	276
Kokomo	19.0	278
Jacksonville, N.C.	18.8	279
Danville, Va.	18.6	280
Kankakee	18.6	280
Hagerstown	18.5	282
Decatur, Ala.	18.4	283
Bellingham	18.0	284
Gadsden	17.9	285
Lewiston - Auburn	17.7	286
Bloomington - Normal	17.6	287
Dubuque	17.6	287
Naples	17.6	287
Sheboygan	17.6	287
Charlottesville	17.5	291
Burlington, N.C.	17.1	292
Rochester, Minn.	17.0	293
Cumberland	16.7	294
Lafayette - West Lafayette	16.7	294
Fayetteville - Springdale	16.6	296
Bryan - College Station	16.4	297
Pine Bluff	16.4	297
Bismarck	16.0	299
Elmira	15.9	300
Owensboro	15.7	301
State College	15.6	302
San Angelo	15.4	303
Sherman - Denison	15.2	304
La Crosse	14.7	305
Columbia, Mo.	14.5	306
Victoria	14.3	307
St. Joseph	13.6	308
Great Falls	13.2	309
Jackson, Tenn.	13.1	310
Rapid City	13.0	311
Bloomington, Ind.	12.6	312
Cheyenne	12.4	313
Casper	11.7	314
Grand Forks	10.5	315
Iowa City	10.4	316
Enid	9.6	317
Lawrence, Kans.	8.6	318
Total Above Areas	**31,116.6**	
Percent of U.S.	**75.8790**	
U.S. Total	**41,008.2**	

Population Age 35 to 49

Area	(Thous.)	Rank
New York	1,768.1	1
Los Angeles - Long Beach	1,748.8	2
Chicago	1,248.[illegible]	3
Philadelphia	981.6	4
Detroit	869.1	5
Washington	851.0	6
Boston - Lawrence - Salem - Lowell - Brockton	729.[illegible]	7
Houston	683.0	8
Atlanta	597.8	9
Nassau - Suffolk	594.1	10
Dallas	524.8	11
Anaheim - Santa Ana	496.6	12
St. Louis	491.7	13
Baltimore	491.[illegible]	14
Minneapolis - St. Paul	475.5	15
San Diego	436.8	16
Oakland	428.2	17
Newark	417.9	18
Riverside - San Bernardino	404.9	19
Pittsburgh	399.7	20
Phoenix	395.8	21
Seattle	382.2	22
Miami - Hialeah	381.8	23
Cleveland	354.7	24
Denver	350.9	25
San Francisco	349.2	26
Tampa - St. Petersburg - Clearwater	341.8	27
San Jose	323.9	28
Kansas City	319.[illegible]	29
Bergen - Passaic	278.3	30
Sacramento	276.9	31
Cincinnati	276.7	32
Milwaukee	271.2	33
Fort Worth - Arlington	266.9	34
Norfolk - Virginia Beach - Newport News	265.1	35
Columbus, Ohio	264.4	36
New Orleans	257.4	37
Indianapolis	249.7	38
San Antonio	243.8	39
Portland, Ore.	235.5	40
Charlotte - Gastonia - Rock Hill	230.6	41
Hartford - New Britain - Middletown - Bristol	227.4	42
Middlesex - Somerset - Hunterdon	214.7	43
Fort Lauderdale - Hollywood - Pompano Beach	214.6	44
Nashville	201.[illegible]	45
Oklahoma City	200.[illegible]	46
Rochester, N.Y.	197.7	47
Greensboro - Winston-Salem - High Point	197.8	48
Dayton - Springfield	191.4	49
Orlando	191.4	49
Total Top 50	**22,783.7**	
Monmouth - Ocean	[illegible]	51
Louisville	192.7	52
Bridgeport - Stamford - Norwalk - Danbury	188.9	53
Salt Lake City - Ogden	188.1	54
Buffalo	185.5	55
Memphis	185.1	56
Birmingham	180.9	57
Jacksonville, Fla.	178.6	58
Richmond - Petersburg	173.2	59
Honolulu	168.0	60
Providence - Pawtucket - Woonsocket	165.6	61
Albany - Schenectady - Troy	161.[illegible]	62
Tulsa	156.9	63
New Haven - Waterbury - Meriden	151.8	64
Las Vegas	139.5	65
Austin	138.3	66
Oxnard - Ventura	137.9	67
West Palm Beach - Boca Raton - Delray Beach	136.6	68
Scranton - Wilkes-Barre	135.0	69
Raleigh - Durham	134.8	70
Allentown - Bethlehem	131.7	71
Greenville - Spartanburg	129.7	72
Akron	126.2	73
Worcester - Fitchburg - Leominster	125.1	74
Gary - Hammond	124.6	75
Knoxville	124.3	76
Grand Rapids	123.6	77
Syracuse	123.3	78
Omaha	122.9	79
Tucson	118.1	80
Harrisburg - Lebanon - Carlisle	117.2	81
Wilmington, Del.	114.7	82
Fresno	113.1	83
Toledo	111.1	84
Jersey City	109.3	85
El Paso	107.8	86
Lake County, Ill.	106.4	87
Tacoma	106.4	87
Springfield, Mass.	106.1	89
Baton Rouge	104.3	90
Little Rock - North Little Rock	101.9	91
Johnson City - Kingsport - Bristol	98.4	92
Albuquerque	98.3	93
Youngstown - Warren	98.3	93
Bakersfield	98.0	95
Charleston, S.C.	95.6	96
New Bedford - Fall River - Attleboro	93.9	97
Mobile	91.0	98
Flint	90.7	99
Chattanooga	90.2	100
Total Top 100	**29,378.5**	
Columbia, S.C.	89.4	101
Stockton	86.9	102
Wichita	84.7	103
Vallejo - Fairfield - Napa	82.5	104
York	82.4	105
Saginaw - Bay City - Midland	81.5	106
Lansing - East Lansing	81.1	107
Melbourne - Titusville - Palm Bay	81.1	107
Canton	80.2	109
Colorado Springs	80.0	110
Augusta	79.9	111
Joliet	79.5	112
Lancaster	77.7	113
Des Moines	76.8	114
Lakeland - Winter Haven	76.2	115
Jackson, Miss.	73.8	116
Beaumont - Port Arthur	73.4	117
Davenport - Rock Island - Moline	72.8	118
Aurora - Elgin	72.5	119
Pensacola	72.3	119
Santa Rosa - Petaluma	71.2	121
Shreveport	70.2	122
Corpus Christi	69.5	123
Fort Wayne	69.3	124
Peoria	69.3	124
Portsmouth - Dover - Rochester	67.9	126
Santa Barbara - Santa Maria - Lompoc	67.8	127
Huntington - Ashland	67.5	128
Spokane	67.2	129
Lexington-Fayette	66.8	130
Manchester - Nashua	66.8	130
Trenton	66.8	130
Madison	64.5	133
Reading	64.5	133
Modesto	64.3	135
Salinas - Seaside - Monterey	63.1	136
McAllen - Edinburg - Mission	61.0	137
Montgomery	61.0	137
Orange County, N.Y.	59.7	139
Utica - Rome	59.5	140
Macon - Warner Robins	59.2	141
Appleton - Oshkosh - Neenah	58.8	142
Poughkeepsie	57.8	143
Rockford	57.6	144
Visalia - Tulare - Porterville	56.3	145
Hamilton - Middletown	55.9	146
Huntsville	55.5	147
Evansville	54.7	148
Lorain - Elyria	54.4	149
Daytona Beach	54.2	150
Total Top 150	**32,846.3**	
Atlantic City	53.9	151
Anchorage	53.7	152
Charleston, W.Va.	53.5	153
Reno	53.0	154
Binghamton	52.6	155
Erie	51.[illegible]	156
Eugene - Springfield	50.8	157
Salem, Ore.	50.3	158
Ann Arbor	49.9	159
Hickory	49.8	160
Fayetteville, N.C.	49.6	161
New London - Norwich	48.9	162
Fort Myers - Cape Coral	48.6	163
Roanoke	47.3	164
Columbus, Ga.	46.9	165
Boulder - Longmont	45.8	166
Savannah	45.1	167
Galveston - Texas City	44.6	168
Johnstown	44.6	168
Vancouver	44.6	168
Brazoria	44.5	171
Brownsville - Harlingen	44.4	172
Springfield, Mo.	44.4	172
Portland, Me.	44.3	174
South Bend - Mishawaka	43.1	175
Duluth	42.9	176
Kalamazoo	42.0	177
Santa Cruz	42.0	177
Killeen - Temple	41.7	179
Lafayette, La.	41.3	180
Niagara Falls	41.2	181
Boise	41.1	182
Tallahassee	40.5	183
Lubbock	39.9	184
Amarillo	39.2	185
Biloxi - Gulfport	39.1	186
Sarasota	38.6	187
Beaver County, Pa.	37.9	188
Springfield, Ill.	37.3	189
Fort Pierce	37.1	190
Lincoln	36.6	191
Fort Smith	36.4	192
Houma - Thibodaux	35.9	193
Green Bay	35.7	194
Asheville	35.4	195
Bremerton	34.9	196
Fort Collins - Loveland	34.9	196
Fort Walton Beach	34.9	196
Racine	34.9	196
Yakima	34.9	196
Total Top 200	**35,007.7**	
Gainesville	34.8	201
Provo - Orem	34.3	202
Lake Charles	34.1	203
Cedar Rapids	33.7	204
Waco	33.3	205
Longview - Marshall	32.9	206
Ocala	32.8	207
Merced	32.5	208
Benton Harbor	32.3	209
Parkersburg - Marietta	32.2	210
Wheeling	31.7	211
Olympia	31.4	212
Topeka	31.3	213
St. Cloud	31.1	214
Anderson, S.C.	31.0	215
Lynchburg	30.6	216
Tyler	30.3	217
Elkhart - Goshen	29.9	218
Jackson, Mich.	29.6	219
Muskegon	29.5	220
Steubenville - Weirton	29.4	221
Redding	29.2	222
Florence, Ala.	29.1	223
Lima	28.9	224
Richland - Kennewick - Pasco	28.9	224
Chico	28.8	226
Clarksville - Hopkinsville	28.8	226
Medford	28.6	228
Bradenton	27.9	229
Pascagoula	27.9	229
Janesville - Beloit	27.7	231
Champaign - Urbana - Rantoul	27.5	232
Vineland - Millville - Bridgeton	27.4	233
Battle Creek	27.3	234
Alexandria, La.	27.1	235
Panama City	27.1	235
Athens	26.8	237
Anderson, Ind.	26.7	238
Mansfield	26.7	238
Waterloo - Cedar Falls	26.7	238
Monroe	26.6	241
Bangor	26.5	242
Greeley	26.5	242
Pittsfield	26.5	242
Tuscaloosa	26.5	242
Burlington, Vt.	26.4	246
Odessa	26.3	247
Joplin	26.2	248
Dothan	26.1	249
Fargo - Moorhead	25.4	250
Total Top 250	**36,468.5**	
Santa Fe	25.0	251
Altoona	24.7	252
Decatur, Ill.	24.7	252
Wichita Falls	24.5	254
Florence, S.C.	24.2	255
Billings	24.0	256
Pueblo	24.0	256
Kenosha	23.9	258
Eau Claire	23.8	259
Yuba City	23.8	259
Wilmington, N.C.	23.7	261
Anniston	23.6	262
Abilene	23.5	263
Midland, Tex.	23.5	263
Las Cruces	23.4	265
Sharon	23.4	265
Charlottesville	23.3	267
Hagerstown	23.3	267
Muncie	23.2	269
Terre Haute	23.1	270
Sioux Falls	23.0	271
Naples	22.7	272
Albany, Ga.	22.6	273
Texarkana	22.6	273
Williamsport	22.4	275
Glens Falls	22.3	276
Kokomo	22.3	276
Danville, Va.	22.1	278
Burlington, N.C.	21.9	279
Decatur, Ala.	21.7	280
Wausau	21.7	280
Bloomington - Normal	21.4	282
Lawton	21.0	283
Rochester, Minn.	20.9	284
Bellingham	20.8	285
Fayetteville - Springdale	20.5	286
Laredo	20.5	286
Sioux City	20.3	288
Cumberland	20.2	289
Gadsden	20.1	290
Jacksonville, N.C.	20.0	291
Lafayette - West Lafayette	19.8	292
State College	19.6	293
Kankakee	19.3	294
Sheboygan	19.1	295
Sherman - Denison	19.0	296
Lewiston - Auburn	18.9	297
Columbia, Mo.	18.2	298
Bryan - College Station	18.1	299
San Angelo	18.0	300
Owensboro	17.3	301
Elmira	17.2	302
Bismarck	17.1	303
Bloomington, Ind.	16.5	304
Great Falls	16.4	305
La Crosse	16.2	306
Dubuque	16.1	307
Pine Bluff	15.8	308
St. Joseph	15.3	309
Victoria	15.0	310
Cheyenne	14.7	311
Rapid City	14.3	312
Jackson, Tenn.	14.2	313
Casper	13.9	314
Iowa City	13.5	315
Enid	12.0	316
Lawrence, Kans.	11.1	317
Grand Forks	10.9	318
Total Above Areas	**37,833.6**	
Percent of U.S.	**77.9785**	
U.S. Total	**48,518.0**	

Single-Person Households

Area	(Thous.)	Rank
New York	1,077.9	1
Los Angeles - Long Beach	829.3	2
Chicago	584.6	3
Philadelphia	445.2	4
Boston - Lawrence - Salem - Lowell - Brockton	375.3	5
Detroit	374.7	6
Washington	348.5	7
Houston	279.2	8
Minneapolis - St. Paul	232.0	9
Pittsburgh	228.6	10
Tampa - St. Petersburg - Clearwater	228.0	11
San Francisco	227.0	12
Atlanta	224.5	13
Dallas	219.8	14
St. Louis	212.6	15
Seattle	204.4	16
Oakland	202.5	17
San Diego	198.0	18
Phoenix	196.8	19
Denver	194.8	20
Baltimore	193.3	21
Cleveland	191.9	22
Miami - Hialeah	181.5	23
Anaheim - Santa Ana	172.6	24
Riverside - San Bernardino	158.7	25
Newark	155.6	26
Kansas City	142.7	27
Fort Lauderdale - Hollywood - Pompano Beach	142.1	28
Milwaukee	139.8	29
Cincinnati	139.2	30
Columbus, Ohio	137.5	31
Sacramento	136.3	32
Nassau - Suffolk	129.5	33
New Orleans	124.9	34
Portland, Ore	122.0	35
San Jose	114.4	36
Bergen - Passaic	110.4	37
Indianapolis	104.4	38
Norfolk - Virginia Beach - Newport News	97.6	39
Fort Worth - Arlington	97.0	40
Hartford - New Britain - Middletown - Bristol	97.0	40
Charlotte - Gastonia - Rock Hill	93.7	42
Dayton - Springfield	93.2	43
Oklahoma City	93.0	44
West Palm Beach - Boca Raton - Delray Beach	92.9	45
Monmouth - Ocean	91.2	46
Rochester, N.Y	90.1	47
Buffalo	88.2	48
San Antonio	87.3	49
Orlando	86.4	50
Total Top 50	**10,588.1**	
Greensboro - Winston-Salem - High Point	85.8	51
Nashville	85.5	52
Jacksonville, Fla	85.4	53
Louisville	84.1	54
Birmingham	84.0	55
Providence - Pawtucket - Woonsocket	82.6	56
Albany - Schenectady - Troy	82.2	57
Memphis	77.7	58
Austin	74.5	59
Scranton - Wilkes-Barre	73.9	60
Las Vegas	72.6	61
Middlesex - Somerset - Hunterdon	71.6	62
New Haven - Waterbury - Meriden	70.1	63
Tulsa	70.0	64
Tucson	69.4	65
Raleigh - Durham	69.3	66
Richmond - Petersburg	67.2	67
Bridgeport - Stamford - Norwalk - Danbury	63.3	68
Allentown - Bethlehem	63.2	69
Salt Lake City - Ogden	62.3	70
Toledo	60.7	71
Akron	60.2	72
Jersey City	59.3	73
Worcester - Fitchburg - Leominster	58.9	74
Knoxville	58.6	75
Harrisburg - Lebanon - Carlisle	58.4	76
Omaha	58.2	77
Greenville - Spartanburg	56.8	78
Syracuse	55.5	79
Springfield, Mass	55.1	80
Tacoma	54.8	81
Grand Rapids	53.4	82
Albuquerque	50.8	83
Des Moines	45.1	84
Youngstown - Warren	45.0	85
Fresno	44.4	86
Honolulu	44.3	87
Wichita	42.8	88
Wilmington, Del	42.7	89
Columbia, S.C	42.0	90
Gary - Hammond	41.7	91
Madison	41.5	92
Little Rock - North Little Rock	40.7	93
New Bedford - Fall River - Attleboro	40.6	94
Baton Rouge	40.2	95
Mobile	39.9	96
Daytona Beach	39.3	97
Spokane	39.0	98
Chattanooga	38.7	99
Johnson City - Kingsport - Bristol	37.5	100
Total Top 100	**13,528.9**	
Bakersfield	37.3	101
Melbourne - Titusville - Palm Bay	37.2	102
Charleston, S.C	36.6	103
Davenport - Rock Island - Moline	36.6	103
Stockton	36.3	105
Flint	36.2	106
Colorado Springs	35.7	107
Santa Rosa - Petaluma	35.5	108
Lansing - East Lansing	34.7	109
Oxnard - Ventura	34.7	109
York	34.0	111
Atlantic City	33.4	112
Lexington-Fayette	32.9	113
Shreveport	32.6	114
Reading	32.5	115
Lakeland - Winter Haven	32.3	116
Peoria	31.9	117
Vallejo - Fairfield - Napa	31.9	117
Canton	31.6	119
Santa Barbara - Santa Maria - Lompoc	31.6	119
Reno	31.3	121
Augusta	31.1	122
Lake County, Ill	30.9	123
Fort Myers - Cape Coral	30.6	124
Lancaster	30.6	124
Sarasota	30.5	126
Saginaw - Bay City - Midland	30.3	127
Jackson, Miss	30.1	128
Huntington - Ashland	28.5	129
Fort Wayne	28.3	130
Manchester - Nashua	28.3	130
Appleton - Oshkosh - Neenah	28.1	132
Trenton	28.1	132
Pensacola	28.0	134
El Paso	27.9	135
Beaumont - Port Arthur	27.7	136
Charleston, W.Va	27.7	136
Portsmouth - Dover - Rochester	27.6	138
Utica - Rome	27.3	139
Eugene - Springfield	27.1	140
Aurora - Elgin	26.4	141
Evansville	26.3	142
Ann Arbor	26.1	143
Montgomery	25.5	144
Rockford	25.3	145
Erie	24.8	146
Duluth	24.5	147
Modesto	24.3	148
Portland, Me	24.2	149
Binghamton	23.7	150
Total Top 150	**15,045.5**	
Salinas - Seaside - Monterey	23.3	151
Springfield, Ill	23.3	151
Lincoln	23.2	153
Boulder - Longmont	22.8	154
Corpus Christi	22.5	155
Salem, Ore	22.4	156
Huntsville	22.1	157
Joliet	22.0	158
South Bend - Mishawaka	21.8	159
Fort Pierce	21.6	160
New London - Norwich	21.6	160
Macon - Warner Robins	21.5	162
Roanoke	21.5	162
Johnstown	21.4	164
Tallahassee	21.4	164
Hamilton - Middletown	20.9	166
Santa Cruz	20.9	166
Springfield, Mo	20.9	166
Lorain - Elyria	20.5	169
Kalamazoo	20.4	170
Bradenton	20.1	171
Anchorage	20.0	172
Poughkeepsie	19.7	173
Gainesville	19.6	174
Savannah	19.6	174
Columbus, Ga	19.2	176
Green Bay	18.9	177
Cedar Rapids	18.8	178
Asheville	18.6	179
Wheeling	18.6	179
Niagara Falls	18.5	181
Champaign - Urbana - Rantoul	18.3	182
Vancouver	18.3	182
Hickory	18.1	184
Orange County, N.Y	18.1	184
Biloxi - Gulfport	17.9	186
Topeka	17.8	187
Amarillo	17.6	188
Lubbock	17.6	188
Chico	17.5	190
Visalia - Tulare - Porterville	17.4	191
Boise	17.0	192
Galveston - Texas City	17.0	192
Lafayette, La	16.7	194
Waco	16.1	195
Fayetteville, N.C	15.7	196
Fort Collins - Loveland	15.6	197
Ocala	15.5	198
Beaver County, Pa	15.2	199
Pittsfield	15.2	199
Total Top 200	**16,016.0**	
Olympia	15.0	201
Fargo - Moorhead	14.9	202
Yakima	14.8	203
Bremerton	14.7	204
Racine	14.7	204
Sioux Falls	14.7	204
Fort Smith	14.5	207
Benton Harbor	14.4	208
Killeen - Temple	14.2	209
McAllen - Edinburg - Mission	14.2	209
Parkersburg - Marietta	14.0	211
Waterloo - Cedar Falls	13.9	212
Santa Fe	13.8	213
Pueblo	13.6	214
Steubenville - Weirton	13.6	214
Tuscaloosa	13.5	216
Longview - Marshall	13.1	217
Naples	13.0	218
Battle Creek	12.9	219
Lima	12.8	220
Billings	12.7	221
Decatur, Ill	12.6	222
Anderson, S.C	12.5	223
Athens	12.5	223
Charlottesville	12.5	223
Lake Charles	12.5	223
Muskegon	12.5	223
Janesville - Beloit	12.4	228
Terre Haute	12.4	228
Bloomington - Normal	12.3	230
Burlington, Vt	12.3	230
Altoona	12.2	232
Florence, Ala	12.2	232
Joplin	12.2	232
Eau Claire	11.9	235
Mansfield	11.9	235
Medford	11.9	235
Sioux City	11.8	238
Tyler	11.8	238
Fort Walton Beach	11.7	240
Brownsville - Harlingen	11.6	241
Panama City	11.6	241
Wilmington, N.C	11.6	241
Monroe	11.4	244
Bellingham	11.3	245
Lynchburg	11.3	245
Redding	11.3	245
Greeley	11.2	248
Lafayette - West Lafayette	11.2	248
Anderson, Ind	11.1	250
Total Top 250	**16,654.7**	
Jackson, Mich	11.1	250
Alexandria, La	11.0	252
Bryan - College Station	11.0	252
Iowa City	11.0	252
Bloomington, Ind	10.9	255
Richland - Kennewick - Pasco	10.9	255
Anniston	10.8	257
Wichita Falls	10.8	257
Sharon	10.7	259
Elkhart - Goshen	10.6	260
Columbia, Mo	10.5	261
Houma - Thibodaux	10.5	261
Kenosha	10.5	261
Brazoria	10.4	264
St. Cloud	10.4	264
Williamsport	10.4	264
Bangor	10.3	267
Dothan	10.3	267
Odessa	10.2	269
Abilene	10.1	270
Merced	10.1	270
Vineland - Millville - Bridgeton	10.1	270
Clarksville - Hopkinsville	10.0	273
Muncie	9.9	274
State College	9.9	274
Texarkana	9.8	276
Cumberland	9.6	277
Las Cruces	9.6	277
La Crosse	9.4	279
Lewiston - Auburn	9.4	279
Yuba City	9.4	279
Burlington, N.C	9.3	282
Hagerstown	9.1	283
Kankakee	9.1	283
Rochester, Minn	9.1	283
Fayetteville - Springdale	9.0	286
Wausau	9.0	286
Florence, S.C	8.9	288
Gadsden	8.9	288
Sheboygan	8.9	288
Sherman - Denison	8.9	288
Glens Falls	8.8	292
Midland, Tex	8.8	292
Kokomo	8.7	294
Decatur, Ala	8.5	295
Great Falls	8.5	295
Danville, Va	8.4	297
St. Joseph	8.2	298
San Angelo	8.1	299
Provo - Orem	8.0	300
Owensboro	7.9	301
Cheyenne	7.8	302
Elmira	7.8	302
Pascagoula	7.8	302
Rapid City	7.6	305
Dubuque	7.5	306
Lawton	7.5	306
Albany, Ga	7.3	308
Bismarck	7.3	308
Jackson, Tenn	7.3	308
Lawrence, Kans	7.0	311
Jacksonville, N.C	6.9	312
Pine Bluff	6.5	313
Casper	6.4	314
Enid	6.1	315
Grand Forks	5.8	316
Laredo	4.8	317
Victoria	4.7	318
Total Above Areas	**17,264.5**	
Percent of U.S.	**78.7395**	
U.S. Total	**21,926.1**	

Total Households

Area	(Thous.)	Rank
New York	3,414.9	1
Los Angeles - Long Beach	3,097.1	2
Chicago	2,273.0	3
Philadelphia	1,790.9	4
Detroit	1,600.0	5
Boston - Lawrence - Salem - Lowell - Brockton	1,392.5	6
Washington	1,356.1	7
Houston	1,181.9	8
Atlanta	989.3	9
Dallas	912.2	10
St. Louis	900.2	11
Minneapolis - St. Paul	885.6	12
Nassau - Suffolk	868.8	13
Baltimore	849.6	14
San Diego	840.0	15
Tampa - St. Petersburg - Clearwater	838.9	16
Pittsburgh	830.4	17
Anaheim - Santa Ana	793.5	18
Riverside - San Bernardino	778.2	19
Phoenix	775.8	20
Oakland	764.7	21
Seattle	724.0	22
Cleveland	712.3	23
Miami - Hialeah	695.8	24
Newark	689.9	25
Denver	670.3	26
San Francisco	670.3	26
Kansas City	585.0	28
Cincinnati	554.9	29
Milwaukee	529.4	30
Sacramento	525.8	31
Fort Lauderdale - Hollywood - Pompano Beach	514.3	32
Columbus, Ohio	504.1	33
San Jose	502.9	34
New Orleans	492.0	35
Bergen - Passaic	482.3	36
Portland, Ore.	463.9	37
Fort Worth - Arlington	462.7	38
Indianapolis	457.1	39
Norfolk - Virginia Beach - Newport News	454.0	40
San Antonio	430.3	41
Hartford - New Britain - Middletown - Bristol	409.4	42
Charlotte - Gastonia - Rock Hill	407.5	43
Oklahoma City	379.0	44
Rochester, N.Y.	367.7	45
Monmouth - Ocean	367.0	46
Orlando	365.9	47
Nashville	360.8	48
Dayton - Springfield	359.6	49
Buffalo	359.2	50
Total Top 50	**41,612.3**	
Louisville	358.2	51
Birmingham	351.9	52
Greensboro - Winston-Salem - High Point	351.1	53
Memphis	348.7	54
West Palm Beach - Boca Raton - Delray Beach	346.0	55
Salt Lake City - Ogden	340.9	56
Middlesex - Somerset - Hunterdon	340.2	57
Jacksonville, Fla.	338.9	58
Providence - Pawtucket - Woonsocket	332.5	59
Albany - Schenectady - Troy	321.5	60
Richmond - Petersburg	299.8	61
Bridgeport - Stamford - Norwalk - Danbury	299.6	62
New Haven - Waterbury - Meriden	290.5	63
Tulsa	288.7	64
Austin	284.9	65
Scranton - Wilkes-Barre	280.0	66
Honolulu	262.2	67
Raleigh - Durham	255.6	68
Allentown - Bethlehem	255.2	69
Tucson	253.2	70
Las Vegas	248.3	71
Worcester - Fitchburg - Leominster	245.4	72
Akron	243.8	73
Grand Rapids	236.9	74
Syracuse	235.3	75
Knoxville	233.8	76
Greenville - Spartanburg	232.4	77
Toledo	232.0	78
Omaha	230.5	79
Harrisburg - Lebanon - Carlisle	224.5	80
Gary - Hammond	217.5	81
Springfield, Mass.	217.1	82
Fresno	214.5	83
Jersey City	213.9	84
Oxnard - Ventura	208.7	85
Tacoma	208.6	86
Wilmington, Del.	200.0	87
Baton Rouge	191.2	88
Youngstown - Warren	190.9	89
Little Rock - North Little Rock	189.0	90
Albuquerque	186.7	91
New Bedford - Fall River - Attleboro	181.8	92
Bakersfield	180.0	93
Mobile	173.8	94
Wichita	170.7	95
Charleston, S.C.	170.0	96
El Paso	170.0	96
Johnson City - Kingsport - Bristol	169.3	98
Chattanooga	163.7	99
Columbia, S.C.	162.6	100
Total Top 100	**53,954.7**	
Lake County, Ill.	161.1	101
Flint	160.6	102
Lansing - East Lansing	155.1	103
Stockton	155.1	103
Des Moines	154.9	105
Melbourne - Titusville - Palm Bay	152.1	106
York	150.8	107
Canton	148.2	108
Lakeland - Winter Haven	146.4	109
Vallejo - Fairfield - Napa	145.8	110
Saginaw - Bay City - Midland	144.9	111
Colorado Springs	144.3	112
Lancaster	143.8	113
Daytona Beach	142.5	114
Davenport - Rock Island - Moline	142.4	115
Augusta	142.0	116
Santa Rosa - Petaluma	141.9	117
Spokane	141.5	118
Jackson, Miss.	140.7	119
Madison	138.3	120
Beaumont - Port Arthur	137.8	121
Shreveport	134.7	122
Peoria	133.5	123
Santa Barbara - Santa Maria - Lompoc	130.7	124
Fort Wayne	130.3	125
Pensacola	128.6	126
Lexington-Fayette	127.3	127
Reading	127.0	128
Joliet	126.7	129
Fort Myers - Cape Coral	125.7	130
Aurora - Elgin	125.1	131
Huntington - Ashland	124.4	132
Corpus Christi	121.9	133
Atlantic City	121.4	134
Portsmouth - Dover - Rochester	120.4	135
Manchester - Nashua	118.9	136
Trenton	117.1	137
Modesto	116.0	138
Utica - Rome	115.8	139
Sarasota	115.7	140
Appleton - Oshkosh - Neenah	114.0	141
Salinas - Seaside - Monterey	113.6	142
Montgomery	110.0	143
Evansville	108.4	144
Rockford	106.5	145
Charleston, W.Va.	105.8	146
Eugene - Springfield	105.4	147
Erie	103.5	148
Macon - Warner Robins	102.6	149
Reno	101.6	150
Total Top 150	**60,477.6**	
McAllen - Edinburg - Mission	100.6	151
Ann Arbor	100.1	152
Salem, Ore.	98.8	153
Binghamton	98.7	154
Hamilton - Middletown	98.4	155
Visalia - Tulare - Porterville	97.0	156
Lorain - Elyria	96.6	157
Orange County, N.Y.	94.4	158
Duluth	94.2	159
Johnstown	93.5	160
New London - Norwich	90.1	161
Fort Pierce	89.8	162
South Bend - Mishawaka	89.7	163
Huntsville	89.4	164
Portland, Me.	89.4	164
Poughkeepsie	89.0	166
Columbus, Ga.	88.7	167
Roanoke	88.0	168
Savannah	88.0	168
Springfield, Mo.	87.7	170
Fayetteville, N.C.	86.1	171
Boulder - Longmont	85.6	172
Santa Cruz	85.3	173
Anchorage	85.1	174
Tallahassee	83.2	175
Hickory	82.8	176
Kalamazoo	82.0	177
Lincoln	81.5	178
Vancouver	81.4	179
Niagara Falls	80.4	180
Killeen - Temple	80.1	181
Galveston - Texas City	79.5	182
Bradenton	79.1	183
Lubbock	79.0	184
Springfield, Ill.	78.7	185
Gainesville	77.1	186
Lafayette, La.	76.5	187
Boise	76.4	188
Amarillo	75.2	189
Brownsville - Harlingen	74.1	190
Biloxi - Gulfport	73.8	191
Beaver County, Pa.	71.3	192
Ocala	70.5	193
Green Bay	70.4	194
Chico	70.3	195
Fort Collins - Loveland	70.2	196
Waco	69.5	197
Yakima	68.9	198
Provo - Orem	68.8	199
Asheville	68.7	200
Total Top 200	**64,651.4**	
Wheeling	68.5	201
Fort Smith	67.4	202
Brazoria	66.7	203
Cedar Rapids	66.2	204
Bremerton	64.4	205
Racine	63.9	206
Topeka	63.9	206
Champaign - Urbana - Rantoul	62.1	208
Benton Harbor	62.0	209
Houma - Thibodaux	61.8	210
Longview - Marshall	61.7	211
Lake Charles	61.2	212
Parkersburg - Marietta	59.6	213
Olympia	59.5	214
St. Cloud	57.9	215
Muskegon	57.6	216
Steubenville - Weirton	57.1	217
Lima	57.0	218
Tyler	57.0	218
Merced	55.9	220
Waterloo - Cedar Falls	55.5	221
Fargo - Moorhead	55.4	222
Pittsfield	54.9	223
Anderson, S.C.	54.7	224
Fort Walton Beach	54.6	225
Medford	54.3	226
Naples	53.9	227
Athens	53.8	228
Elkhart - Goshen	53.7	229
Tuscaloosa	53.4	230
Clarksville - Hopkinsville	53.1	231
Florence, Ala.	53.0	232
Battle Creek	52.4	233
Jackson, Mich.	51.7	234
Lynchburg	51.6	235
Joplin	51.5	236
Redding	51.5	236
Janesville - Beloit	51.4	238
Richland - Kennewick - Pasco	51.4	238
Monroe	51.2	240
Greeley	50.8	241
Altoona	50.5	242
Eau Claire	50.1	243
Sioux Falls	49.8	244
Terre Haute	49.4	245
Panama City	49.3	246
Pueblo	49.2	247
Bangor	48.9	248
Alexandria, La.	48.8	249
Anderson, Ind.	48.8	249
Total Top 250	**67,441.4**	
Decatur, Ill.	48.6	251
Odessa	48.6	251
Mansfield	48.5	253
Vineland - Millville - Bridgeton	48.4	254
Burlington, Vt.	48.0	255
Dothan	47.7	256
Billings	47.2	257
Charlottesville	47.0	258
Wichita Falls	46.5	259
Bryan - College Station	46.1	260
Sharon	46.1	260
Abilene	45.6	262
Bloomington - Normal	45.6	262
Bellingham	45.4	264
Wilmington, N.C.	45.4	264
Anniston	44.7	266
Sioux City	44.6	267
Texarkana	44.6	267
Pascagoula	44.1	269
Kenosha	43.8	270
Williamsport	43.8	270
Muncie	43.5	272
Lafayette - West Lafayette	43.2	273
Las Cruces	43.2	273
Yuba City	42.9	275
Midland, Tex.	42.4	276
Florence, S.C.	42.3	277
Santa Fe	41.9	278
Hagerstown	41.3	279
Fayetteville - Springdale	40.9	280
Wausau	40.9	280
Glens Falls	40.6	282
Danville, Va.	40.5	283
Albany, Ga.	40.0	284
Columbia, Mo.	39.9	285
Burlington, N.C.	39.6	286
State College	39.6	286
Gadsden	39.4	288
Cumberland	39.2	289
Lawton	38.8	290
Kokomo	38.4	291
Jacksonville, N.C.	38.2	292
Sheboygan	38.1	293
Decatur, Ala.	37.7	294
Lewiston - Auburn	37.7	294
Sherman - Denison	37.7	294
Kankakee	36.8	297
Rochester, Minn.	36.8	297
Bloomington, Ind.	36.6	299
La Crosse	35.7	300
San Angelo	35.7	300
Elmira	34.1	302
Iowa City	33.3	303
Bismarck	32.7	304
Owensboro	32.7	304
St. Joseph	32.7	304
Laredo	32.2	307
Dubuque	31.3	308
Pine Bluff	30.9	309
Great Falls	30.7	310
Rapid City	29.9	311
Jackson, Tenn.	29.7	312
Cheyenne	28.8	313
Casper	26.9	314
Victoria	26.2	315
Lawrence, Kans.	26.1	316
Enid	24.9	317
Grand Forks	24.2	318
Total Above Areas	**70,108.5**	
Percent of U.S.	**77.1704**	
U.S. Total	**90,849.0**	

Total Effective Buying Income (EBI)

Area	($000)	Rank
New York	130,686,482	1
Los Angeles - Long Beach	130,015,864	2
Chicago	93,727,146	3
Philadelphia	70,939,293	4
Washington	67,270,780	5
Boston - Lawrence - Salem - Lowell - Brockton	62,998,729	6
Detroit	60,321,339	7
Nassau - Suffolk	50,659,415	8
Houston	43,508,099	9
Anaheim - Santa Ana	38,057,151	10
Minneapolis - St. Paul	37,729,516	11
Atlanta	37,222,900	12
San Diego	35,704,887	13
Dallas	35,219,139	14
Oakland	34,414,522	15
St. Louis	33,836,957	16
Newark	32,697,510	17
San Francisco	31,680,998	18
Baltimore	31,080,614	19
Seattle	30,016,271	20
Riverside - San Bernardino	28,703,849	21
Pittsburgh	27,502,757	22
Phoenix	27,167,784	23
San Jose	26,136,654	24
Tampa - St. Petersburg - Clearwater	25,703,901	25
Cleveland	25,242,246	26
Denver	25,102,599	27
Bergen - Passaic	24,463,152	28
Miami - Hialeah	23,631,432	29
Kansas City	22,403,771	30
Sacramento	20,071,423	31
Milwaukee	19,741,526	32
Cincinnati	19,227,042	33
Fort Lauderdale - Hollywood - Pompano Beach	18,738,472	34
Hartford - New Britain - Middletown - Bristol	18,586,933	35
Bridgeport - Stamford - Norwalk - Danbury	17,938,208	36
Middlesex - Somerset - Hunterdon	17,687,470	37
Columbus, Ohio	17,062,832	38
Fort Worth - Arlington	17,052,701	39
Monmouth - Ocean	16,620,174	40
Norfolk - Virginia Beach - Newport News	16,510,866	41
Indianapolis	16,458,604	42
Portland, Ore	15,169,791	43
New Orleans	14,705,663	44
Rochester, N.Y.	14,581,278	45
San Antonio	13,630,757	46
West Palm Beach - Boca Raton - Delray Beach	13,603,705	47
Charlotte - Gastonia - Rock Hill	13,437,903	48
New Haven - Waterbury - Meriden	12,817,123	49
Nashville	12,396,680	50
Total Top 50	**1,669,879,908**	
Buffalo	12,369,541	51
Dayton - Springfield	12,255,639	52
Orlando	12,201,843	53
Albany - Schenectady - Troy	12,164,918	54
Providence - Pawtucket - Woonsocket	12,038,468	55
Louisville	11,832,991	56
Oklahoma City	11,827,338	57
Honolulu	11,745,549	58
Salt Lake City - Ogden	11,246,640	59
Greensboro - Winston-Salem - High Point	11,245,572	60
Richmond - Petersburg	11,162,577	61
Jacksonville, Fla	11,044,677	62
Memphis	10,619,790	63
Birmingham	10,169,120	64
Oxnard - Ventura	10,024,758	65
Austin	9,810,618	66
Worcester - Fitchburg - Leominster	9,599,738	67
Raleigh - Durham	9,455,071	68
Omaha	9,130,406	69
Allentown - Bethlehem	9,062,902	70
Syracuse	8,951,038	71
Tulsa	8,733,049	72
Grand Rapids	8,724,348	73
Scranton - Wilkes-Barre	8,445,285	74
Lake County, Ill	8,392,708	75
Akron	8,332,810	76
Toledo	8,187,383	77
Harrisburg - Lebanon - Carlisle	8,152,126	78
Wilmington, Del	8,047,048	79
Las Vegas	7,900,229	80
Springfield, Mass	7,767,802	81
Fresno	7,694,983	82
Tucson	7,342,181	83
Gary - Hammond	7,006,415	84
Jersey City	6,882,500	85
Knoxville	6,852,491	86
Wichita	6,730,278	87
Greenville - Spartanburg	6,508,004	88
Little Rock - North Little Rock	6,455,121	89
Bakersfield	6,367,799	90
Youngstown - Warren	6,198,541	91
New Bedford - Fall River - Attleboro	6,131,291	92
Tacoma	6,066,244	93
Baton Rouge	6,058,628	94
Santa Rosa - Petaluma	5,821,795	95
Trenton	5,751,022	96
Vallejo - Fairfield - Napa	5,653,901	97
Lansing - East Lansing	5,649,989	98
Columbia, S.C	5,584,935	99
Albuquerque	5,551,585	100
Total Top 100	**2,100,849,593**	
Des Moines	5,540,647	101
Santa Barbara - Santa Maria - Lompoc	5,444,338	102
Stockton	5,355,815	103
Peoria	5,278,521	104
Manchester - Nashua	5,256,107	105
Joliet	5,229,645	106
Davenport - Rock Island - Moline	5,226,085	107
York	5,210,046	108
Aurora - Elgin	5,163,738	109
Lancaster	5,162,039	110
Mobile	5,095,807	111
Flint	5,033,522	112
Madison	4,976,292	113
Saginaw - Bay City - Midland	4,884,856	114
Charleston, S.C	4,882,272	115
Portsmouth - Dover - Rochester	4,873,233	116
El Paso	4,849,530	117
Colorado Springs	4,747,279	118
Johnson City - Kingsport - Bristol	4,743,850	119
Beaumont - Port Arthur	4,731,925	120
Chattanooga	4,699,281	121
Canton	4,629,999	122
Melbourne - Titusville - Palm Bay	4,599,071	123
Salinas - Seaside - Monterey	4,513,001	124
Fort Wayne	4,476,356	125
Augusta	4,364,190	126
Reading	4,334,727	127
Jackson, Miss	4,287,917	128
Lexington-Fayette	4,244,763	129
Lakeland - Winter Haven	4,163,755	130
Daytona Beach	4,110,046	131
Poughkeepsie	4,107,304	132
Fort Myers - Cape Coral	4,059,013	133
Spokane	4,028,304	134
Shreveport	4,013,013	135
Pensacola	4,006,824	136
Atlantic City	3,995,666	137
Appleton - Oshkosh - Neenah	3,980,875	138
Modesto	3,918,502	139
Rockford	3,890,816	140
Ann Arbor	3,807,866	141
Utica - Rome	3,804,257	142
New London - Norwich	3,792,080	143
Orange County, N.Y.	3,772,122	144
Corpus Christi	3,735,417	145
Binghamton	3,709,998	146
Sarasota	3,697,897	147
Anchorage	3,649,024	148
Evansville	3,587,903	149
Erie	3,570,112	150
Total Top 150	**2,324,085,239**	
Santa Cruz	3,563,242	151
Reno	3,499,686	152
Lorain - Elyria	3,383,665	153
Macon - Warner Robins	3,338,190	154
Huntington - Ashland	3,324,725	155
Montgomery	3,310,817	156
Charleston, W.Va	3,245,862	157
Hamilton - Middletown	3,243,460	158
Portland, Me	3,234,442	159
Huntsville	3,232,418	160
Lincoln	3,218,799	161
Kalamazoo	3,127,585	162
Duluth	3,048,954	163
Boulder - Longmont	3,011,764	164
South Bend - Mishawaka	2,952,065	165
Roanoke	2,879,058	166
Eugene - Springfield	2,837,534	167
Savannah	2,775,601	168
Brazoria	2,748,806	169
Galveston - Texas City	2,705,724	170
Springfield, Mo	2,698,201	171
Niagara Falls	2,679,353	172
Visalia - Tulare - Porterville	2,678,674	173
Vancouver	2,650,201	174
Fayetteville, N.C	2,638,591	175
Salem, Ore	2,619,731	176
Fort Pierce	2,600,032	177
Columbus, Ga	2,587,997	178
Hickory	2,572,487	179
Tallahassee	2,570,271	180
Amarillo	2,509,236	181
Springfield, Ill	2,497,911	182
Killeen - Temple	2,495,482	183
Boise	2,490,952	184
Topeka	2,442,726	185
Cedar Rapids	2,440,205	186
Lafayette, La	2,431,376	187
Lubbock	2,395,147	188
Johnstown	2,385,284	189
Bradenton	2,363,000	190
Green Bay	2,360,323	191
Beaver County, Pa	2,357,167	192
Racine	2,350,207	193
McAllen - Edinburg - Mission	2,295,199	194
Gainesville	2,238,053	195
Bremerton	2,154,426	196
Fort Collins - Loveland	2,143,110	197
Champaign - Urbana - Rantoul	2,133,934	198
Biloxi - Gulfport	2,086,688	199
Waterloo - Cedar Falls	2,058,081	200
Total Top 200	**2,459,691,681**	
Richland - Kennewick - Pasco	2,049,546	201
Olympia	2,006,372	202
Waco	1,994,021	203
Houma - Thibodaux	1,976,193	204
Chico	1,955,809	205
Asheville	1,938,251	206
Pittsfield	1,937,715	207
Fargo - Moorhead	1,936,731	208
St. Cloud	1,928,605	209
Tyler	1,920,976	210
Benton Harbor	1,911,618	211
Fort Smith	1,901,094	212
Wheeling	1,899,468	213
Yakima	1,898,401	214
Brownsville - Harlingen	1,889,268	215
Provo - Orem	1,888,412	216
Longview - Marshall	1,877,626	217
Lake Charles	1,871,100	218
Sioux Falls	1,868,360	219
Lima	1,861,005	220
Battle Creek	1,851,019	221
Kenosha	1,841,789	222
Muskegon	1,819,245	223
Burlington, Vt	1,813,549	224
Jackson, Mich	1,809,645	225
Decatur, Ill	1,800,194	226
Elkhart - Goshen	1,783,168	227
Bloomington - Normal	1,777,317	228
Odessa	1,761,622	229
Lynchburg	1,748,436	230
Naples	1,736,924	231
Janesville - Beloit	1,735,431	232
Midland, Tex	1,734,604	233
Fort Walton Beach	1,729,789	234
Ocala	1,712,320	235
Merced	1,712,244	236
Vineland - Millville - Bridgeton	1,690,423	237
Parkersburg - Marietta	1,681,514	238
Charlottesville	1,652,158	239
Steubenville - Weirton	1,634,540	240
Eau Claire	1,580,362	241
Clarksville - Hopkinsville	1,580,222	242
Bangor	1,553,120	243
Terre Haute	1,542,542	244
Mansfield	1,540,282	245
Anderson, Ind.	1,537,314	246
Santa Fe	1,529,300	247
Athens	1,518,942	248
Redding	1,510,844	249
Lafayette - West Lafayette	1,508,620	250
Total Top 250	**2,548,629,731**	
Rochester, Minn	1,499,892	251
Bryan - College Station	1,490,116	252
Anderson, S.C	1,476,633	253
Billings	1,458,424	254
Altoona	1,456,897	255
Columbia, Mo	1,454,111	256
Sharon	1,437,221	257
Pascagoula	1,432,050	258
Greeley	1,425,374	259
Wichita Falls	1,416,925	260
Tuscaloosa	1,393,795	261
Joplin	1,389,904	262
Medford	1,389,279	263
Sheboygan	1,374,100	264
Florence, Ala	1,370,575	265
Muncie	1,363,463	266
Abilene	1,362,925	267
Kokomo	1,354,099	268
Williamsport	1,346,895	269
Monroe	1,341,971	270
Glens Falls	1,341,469	271
Bellingham	1,330,722	272
Wausau	1,323,599	273
Wilmington, N.C	1,305,786	274
Alexandria, La	1,305,604	275
Sioux City	1,301,859	276
Yuba City	1,301,414	277
Pueblo	1,273,806	278
Dothan	1,270,573	279
Hagerstown	1,245,503	280
Texarkana	1,236,537	281
State College	1,236,330	282
Lawton	1,215,603	283
La Crosse	1,205,528	284
Panama City	1,191,911	285
Fayetteville - Springdale	1,190,367	286
Danville, Va	1,190,038	287
Anniston	1,179,717	288
Kankakee	1,175,779	289
San Angelo	1,174,606	290
Burlington, N.C	1,170,152	291
Iowa City	1,168,885	292
Bloomington, Ind	1,166,229	293
Albany, Ga	1,156,059	294
Lewiston - Auburn	1,155,444	295
Bismarck	1,146,536	296
Sherman - Denison	1,142,813	297
Jacksonville, N.C	1,093,291	298
Las Cruces	1,083,401	299
Florence, S.C	1,067,905	300
Cumberland	1,057,219	301
Elmira	1,055,372	302
Grand Forks	1,041,968	303
Rapid City	1,039,639	304
Dubuque	1,029,519	305
St. Joseph	1,005,203	306
Decatur, Ala	1,000,682	307
Gadsden	956,833	308
Owensboro	951,032	309
Great Falls	934,392	310
Casper	902,621	311
Lawrence, Kans	889,038	312
Cheyenne	865,634	313
Pine Bluff	864,529	314
Jackson, Tenn	857,626	315
Victoria	846,274	316
Enid	754,750	317
Laredo	748,877	318
Total Above Areas	**2,630,013,054**	
Percent of U.S.	**82.1148**	
U.S. Total	**3,202,847,131**	

Median Household EBI

Area	($)	Rank
Nassau - Suffolk	45,412	1
Bridgeport - Stamford - Norwalk - Danbury	42,751	2
San Jose	41,748	3
Middlesex - Somerset - Hunterdon	41,378	4
Washington	39,355	5
Lake County, Ill.	38,254	6
Oxnard - Ventura	38,157	7
Bergen - Passaic	38,147	8
Anaheim - Santa Ana	37,532	9
Trenton	36,457	10
Poughkeepsie	35,920	11
Hartford - New Britain - Middletown - Bristol	35,784	12
Manchester - Nashua	35,668	13
Brazoria	35,310	14
Newark	35,056	15
Oakland	34,920	16
San Francisco	34,648	17
Joliet	34,595	18
Kenosha	34,483	19
Richland - Kennewick - Pasco	34,398	20
New Haven - Waterbury - Meriden	34,288	21
Anchorage	34,008	22
Boston - Lawrence - Salem - Lowell - Brockton	33,895	23
Monmouth - Ocean	33,725	24
Minneapolis - St. Paul	33,701	25
Seattle	33,476	26
Aurora - Elgin	33,080	27
Honolulu	32,848	28
Portsmouth - Dover - Rochester	32,778	29
Rochester, Minn.	32,699	30
New London - Norwich	32,164	31
Chicago	31,491	32
Santa Rosa - Petaluma	31,425	33
Wilmington, Del.	31,118	34
Peoria	30,930	35
Rochester, N.Y.	30,698	36
Orange County, N.Y.	30,665	37
Denver	30,505	38
Vallejo - Fairfield - Napa	30,350	39
Racine	30,328	40
Los Angeles - Long Beach	30,059	41
Worcester - Fitchburg - Leominster	30,028	42
Philadelphia	30,007	43
Omaha	29,945	44
San Diego	29,891	45
Grand Forks	29,868	46
Atlanta	29,830	47
Santa Cruz	29,799	48
Santa Barbara - Santa Maria - Lompoc	29,789	49
Baltimore	29,768	50
Kansas City	29,722	51
Richmond - Petersburg	29,697	52
Milwaukee	29,668	53
Rockford	29,642	54
Wichita	29,543	55
Detroit	29,535	56
Lincoln	29,423	57
Cedar Rapids	29,417	58
Lorain - Elyria	29,384	59
Sheboygan	29,266	60
Midland, Tex.	29,237	61
Davenport - Rock Island - Moline	29,188	62
Kalamazoo	29,175	63
St. Louis	29,120	64
Grand Rapids	29,025	65
Bloomington - Normal	28,963	66
Dallas	28,900	67
Syracuse	28,871	68
Waterloo - Cedar Falls	28,853	69
Sacramento	28,810	70
Topeka	28,763	71
Burlington, Vt.	28,737	72
Decatur, Ill.	28,700	73
Ann Arbor	28,636	74
Fort Worth - Arlington	28,625	75
Houston	28,575	76
West Palm Beach - Boca Raton - Delray Beach	28,555	77
Kokomo	28,476	78
Indianapolis	28,391	79
Albany - Schenectady - Troy	28,376	80
Salinas - Seaside - Monterey	28,373	81
Harrisburg - Lebanon - Carlisle	28,337	82
Lansing - East Lansing	28,297	83
Odessa	28,254	84
Beaumont - Port Arthur	28,114	85
Appleton - Oshkosh - Neenah	28,110	86
Allentown - Bethlehem	27,974	87
Janesville - Beloit	27,971	88
Boulder - Longmont	27,958	89
Lancaster	27,951	90
Casper	27,945	91
Binghamton	27,941	92
Beaver County, Pa.	27,867	93
Jackson, Mich.	27,850	94
Santa Fe	27,778	95
York	27,771	96
Raleigh - Durham	27,754	97
Battle Creek	27,731	98
Madison	27,703	99
Reno	27,637	100
Cincinnati	27,575	101
Cleveland	27,520	102
Fort Wayne	27,518	103
Sioux Falls	27,502	104
Des Moines	27,490	105
Riverside - San Bernardino	27,489	106
Vancouver	27,454	107
Phoenix	27,403	108
Gary - Hammond	27,351	109
Norfolk - Virginia Beach - Newport News	27,249	110
Fort Lauderdale - Hollywood - Pompano Beach	27,246	111
Toledo	27,186	112
Bremerton	27,087	113
Olympia	27,084	114
Salt Lake City - Ogden	27,073	115
Galveston - Texas City	27,061	116
Green Bay	27,056	117
Saginaw - Bay City - Midland	26,992	118
Providence - Pawtucket - Woonsocket	26,968	119
Huntsville	26,950	120
Erie	26,884	121
Hamilton - Middletown	26,833	122
Portland, Me.	26,830	123
Akron	26,827	124
Springfield, Mass.	26,772	125
Reading	26,753	126
Bismarck	26,622	127
Pascagoula	26,507	128
Dayton - Springfield	26,402	129
Niagara Falls	26,350	130
Buffalo	26,341	131
Lynchburg	26,225	132
Nashville	26,194	133
Fargo - Moorhead	26,167	134
Pittsfield	26,087	135
Bakersfield	25,979	136
Portland, Ore.	25,963	137
Youngstown - Warren	25,946	138
Wausau	25,928	139
Houma - Thibodaux	25,896	140
Lima	25,883	141
Vineland - Millville - Bridgeton	25,871	142
Duluth	25,827	143
Columbus, Ohio	25,789	144
New Bedford - Fall River - Attleboro	25,745	145
Elkhart - Goshen	25,712	146
Flint	25,707	147
Columbia, S.C.	25,611	148
Las Vegas	25,602	149
Macon - Warner Robins	25,573	150
Dubuque	25,562	151
South Bend - Mishawaka	25,562	151
Stockton	25,549	153
Evansville	25,525	154
Victoria	25,485	155
Anderson, Ind.	25,475	156
St. Cloud	25,444	157
Charlottesville	25,441	158
Charlotte - Gastonia - Rock Hill	25,437	159
Canton	25,378	160
Fresno	25,374	161
Columbia, Mo.	25,370	162
Tyler	25,338	163
Lake Charles	25,315	164
Pittsburgh	25,296	165
New York	25,283	166
Orlando	25,188	167
Mansfield	25,169	168
Louisville	25,144	169
Amarillo	25,086	170
La Crosse	25,070	171
Baton Rouge	24,962	172
Little Rock - North Little Rock	24,957	173
Austin	24,869	174
Roanoke	24,807	175
Boise	24,790	176
Sharon	24,773	177
Colorado Springs	24,765	178
Jacksonville, Fla.	24,744	179
Lafayette - West Lafayette	24,723	180
Modesto	24,691	181
Glens Falls	24,686	182
Kankakee	24,635	183
Utica - Rome	24,605	184
Muskegon	24,602	185
Miami - Hialeah	24,260	186
Hagerstown	24,213	187
Billings	24,203	188
Charleston, W.Va.	24,176	189
Springfield, Ill.	24,135	190
Lafayette, La.	24,123	191
Greensboro - Winston-Salem - High Point	24,052	192
Melbourne - Titusville - Palm Bay	23,987	193
Iowa City	23,963	194
Hickory	23,945	195
Fort Collins - Loveland	23,923	196
Muncie	23,916	197
Bangor	23,904	198
Fort Walton Beach	23,864	199
Lexington-Fayette	23,839	200
Pensacola	23,774	201
Fort Myers - Cape Coral	23,718	202
Rapid City	23,668	203
Steubenville - Weirton	23,649	204
Champaign - Urbana - Rantoul	23,568	205
Sarasota	23,549	206
Williamsport	23,507	207
Oklahoma City	23,504	208
Savannah	23,469	209
Eau Claire	23,463	210
Longview - Marshall	23,440	211
Benton Harbor	23,411	212
Great Falls	23,393	213
Jersey City	23,187	214
Terre Haute	23,182	215
Lewiston - Auburn	23,166	216
Cheyenne	23,159	217
Elmira	23,102	218
Augusta	23,064	219
Tulsa	23,016	220
Burlington, N.C.	23,006	221
Atlantic City	22,978	222
San Antonio	22,879	223
Corpus Christi	22,859	224
Scranton - Wilkes-Barre	22,748	225
San Angelo	22,747	226
Enid	22,741	227
Sherman - Denison	22,719	228
Albany, Ga.	22,683	229
St. Joseph	22,666	230
Tampa - St. Petersburg - Clearwater	22,658	231
Danville, Va.	22,612	232
Lawrence, Kans.	22,531	233
Tacoma	22,511	234
New Orleans	22,387	235
Altoona	22,355	236
Memphis	22,330	237
Springfield, Mo.	22,294	238
Bradenton	22,244	239
Bellingham	22,216	240
Albuquerque	22,203	241
Parkersburg - Marietta	22,202	242
Greeley	22,164	243
Montgomery	22,159	244
State College	22,108	245
Jackson, Miss.	22,071	246
Chattanooga	22,031	247
Owensboro	22,014	248
Mobile	22,011	249
Tallahassee	21,990	250
Spokane	21,958	251
Tucson	21,935	252
Wheeling	21,913	253
Sioux City	21,872	254
Anderson, S.C.	21,809	255
Naples	21,777	256
Shreveport	21,743	257
Jackson, Tenn.	21,726	258
Knoxville	21,624	259
Fort Pierce	21,583	260
Lawton	21,569	261
Merced	21,560	262
Wilmington, N.C.	21,540	263
Greenville - Spartanburg	21,505	264
Birmingham	21,499	265
Lubbock	21,477	266
Provo - Orem	21,399	267
Wichita Falls	21,350	268
Johnson City - Kingsport - Bristol	21,344	269
Charleston, S.C.	21,334	270
Bryan - College Station	21,299	271
Yuba City	21,229	272
Redding	21,179	273
Lakeland - Winter Haven	21,163	274
Bloomington, Ind.	21,162	275
Cumberland	21,137	276
Asheville	21,091	277
Eugene - Springfield	21,070	278
Daytona Beach	21,011	279
Decatur, Ala.	21,002	280
Abilene	20,901	281
Fayetteville - Springdale	20,718	282
Fayetteville, N.C.	20,660	283
Texarkana	20,577	284
Salem, Ore.	20,514	285
Yakima	20,473	286
Waco	20,382	287
Columbus, Ga.	20,234	288
Athens	20,233	289
Killeen - Temple	20,203	290
Gainesville	20,174	291
Clarksville - Hopkinsville	20,154	292
Pueblo	20,153	293
El Paso	20,058	294
Fort Smith	20,038	295
Huntington - Ashland	19,923	296
Florence, Ala.	19,897	297
Pine Bluff	19,861	298
Biloxi - Gulfport	19,775	299
Medford	19,588	300
Joplin	19,538	301
Johnstown	19,456	302
Chico	19,416	303
Dothan	19,320	304
Visalia - Tulare - Porterville	19,283	305
Anniston	19,237	306
Florence, S.C.	18,928	307
Tuscaloosa	18,778	308
Alexandria, La.	18,624	309
Monroe	18,566	310
Panama City	18,130	311
Brownsville - Harlingen	17,588	312
Ocala	17,553	313
Gadsden	17,546	314
Las Cruces	17,214	315
Jacksonville, N.C.	16,506	316
McAllen - Edinburg - Mission	15,460	317
Laredo	15,390	318
Median Above Areas	**27,960**	
U.S. Median	**25,888**	

Suburban EBI

Area	($000)	Rank
Los Angeles-Long Beach	67,273,903	1
Chicago	54,057,365	2
Washington	52,484,89[illegible]	3
Nassau-Suffolk	50,659,4[illegible]	4
Philadelphia	49,535,862	5
Detroit	46,663,630	6
Boston-Lawrence-Salem-Lowell-Brockton	44,445,896	7
Anaheim-Santa Ana	31,345,574	8
Atlanta	30,900,141	9
Newark	28,219,913	10
St. Louis	26,837,602	11
Oakland	26,380,829	12
Minneapolis-St. Paul	26,072,538	13
New York	23,761,185	14
Riverside-San Bernardino	23,279,534	15
Bergen-Passaic	23,010,773	16
Baltimore	22,608,778	17
Pittsburgh	22,565,242	18
Seattle	20,393,531	19
Houston	19,854,192	20
Cleveland	19,805,827	21
San Diego	17,857,171	22
Denver	17,821,515	23
Dallas	17,691,595	24
San Francisco	17,614,036	25
Tampa-St. Petersburg-Clearwater	17,518,142	26
Middlesex-Somerset-Hunterdon	16,658,263	27
Monmouth-Ocean	16,620,174	28
Miami-Hialeah	16,319,080	29
Cincinnati	14,471,674	30
Hartford-New Britain-Middletown-Bristol	14,279,999	31
Sacramento	13,560,977	32
Kansas City	13,192,995	33
San Jose	12,822,526	34
Fort Lauderdale-Hollywood-Pompano Beach	12,752,208	35
Rochester, N.Y.	11,581,504	36
Milwaukee	11,471,982	37
Bridgeport-Stamford-Norwalk-Danbury	10,950,224	38
West Palm Beach-Boca Raton-Delray Beach	10,288,067	39
Orlando	10,229,461	40
Portland, Ore.	9,658,860	41
Dayton-Springfield	9,540,165	42
Albany-Schenectady-Troy	9,277,196	43
Columbus, Ohio	9,048,842	44
Buffalo	8,773,498	45
New Orleans	8,675,316	46
Providence-Pawtucket-Woonsocket	8,668,838	47
Salt Lake City-Ogden	8,559,653	48
Louisville	8,207,269	49
Richmond-Petersburg	7,990,412	50
Total Top 50	**1,072,215,882**	
New Haven-Waterbury-Meriden	7,904,479	51
Fort Worth-Arlington	7,572,052	52
Wilmington, Del.	7,237,262	53
Birmingham	7,137,865	54
Phoenix	6,969,206	55
Syracuse	6,944,800	56
Harrisburg-Lebanon-Carlisle	6,925,526	57
Lake County, Ill.	6,884,246	58
Charlotte-Gastonia-Rock Hill	6,840,928	59
Oxnard-Ventura	6,821,900	60
Scranton-Wilkes-Barre	6,691,035	61
Indianapolis	6,488,647	62
Worcester-Fitchburg-Leominster	6,429,341	63
Allentown-Bethlehem	6,426,708	64
Greensboro-Winston-Salem-High Point	6,110,765	65
Grand Rapids	6,001,641	66
Honolulu	5,516,682	67
Nashville	5,430,497	68
Greenville-Spartanburg	5,401,773	69
Las Vegas	5,294,643	70
Akron	5,128,894	71
Oklahoma City	5,020,853	72
York	4,722,261	73
Trenton	4,591,887	74
Springfield, Mass.	4,589,808	75
Lancaster	4,534,620	76
Youngstown-Warren	4,521,033	77
Columbia, S.C.	4,489,137	78
Gary-Hammond	4,480,320	79
Raleigh-Durham	4,444,889	80
Knoxville	4,408,565	81
Tacoma	4,334,687	82
Joliet	4,207,818	83
San Antonio	4,192,119	84
Charleston, S.C.	4,135,416	85
Bakersfield	4,083,936	86
Jersey City	3,994,140	87
Augusta	3,909,872	88
Fresno	3,870,281	89
Tulsa	3,842,686	90
Portsmouth-Dover-Rochester	3,807,447	91
Orange County, N.Y.	3,772,122	92
Poughkeepsie	3,654,984	93
Atlantic City	3,609,021	94
New Bedford-Fall River-Attleboro	3,606,626	95
Toledo	3,605,247	96
Flint	3,497,025	97
Reading	3,459,213	98
Santa Rosa-Petaluma	3,455,936	99
Daytona Beach	3,427,952	100
Total Top 100	**1,326,644,973**	
Austin	3,390,544	101
Johnson City-Kingsport-Bristol	3,371,345	102
Canton	3,361,278	103
Lansing-East Lansing	3,360,539	104
Baton Rouge	3,326,365	105
Pensacola	3,168,977	106
Tucson	3,155,930	107
Norfolk-Virginia Beach-Newport News	3,137,976	108
Jacksonville, Fla.	3,095,468	109
Saginaw-Bay City-Midland	3,088,538	110
Memphis	3,046,029	111
Lakeland-Winter Haven	3,034,556	112
Peoria	3,021,700	113
Binghamton	3,011,405	114
Sarasota	2,963,661	115
Santa Barbara-Santa Maria-Lompoc	2,939,027	116
Chattanooga	2,927,333	117
Aurora-Elgin	2,915,664	118
Melbourne-Titusville-Palm Bay	2,899,326	119
Omaha	2,869,012	120
Santa Cruz	2,862,721	121
New London-Norwich	2,861,916	122
Des Moines	2,783,992	123
Brazoria	2,748,806	124
Fort Myers-Cape Coral	2,745,642	125
Mobile	2,724,873	126
Vallejo-Fairfield-Napa	2,627,316	127
Davenport-Rock Island-Moline	2,596,172	128
Stockton	2,573,876	129
Beaumont-Port Arthur	2,546,531	130
Utica-Rome	2,510,139	131
Salinas-Seaside-Monterey	2,480,211	132
Little Rock-North Little Rock	2,471,339	133
Madison	2,429,804	134
Charleston, W.Va.	2,414,647	135
Huntington-Ashland	2,409,246	136
Portland, Me.	2,370,239	137
Beaver County, Pa.	2,357,167	138
Fort Wayne	2,350,601	139
Manchester-Nashua	2,343,654	140
Ann Arbor	2,269,788	141
Fort Pierce	2,221,211	142
Hickory	2,182,812	143
Erie	2,166,391	144
Kalamazoo	2,134,509	145
Appleton-Oshkosh-Neenah	2,125,228	146
Johnstown	2,108,373	147
Wichita	2,103,577	148
Vancouver	2,086,916	149
Spokane	2,053,355	150
Total Top 150	**1,461,390,698**	
Hamilton-Middletown	2,002,785	151
Rockford	1,973,472	152
Evansville	1,930,435	153
Niagara Falls	1,923,325	154
Jackson, Miss.	1,920,695	155
Bradenton	1,893,534	156
Benton Harbor	1,815,503	157
Fayetteville, N.C.	1,812,178	158
Lorain-Elyria	1,809,621	159
Reno	1,737,099	160
Bremerton	1,722,427	161
Duluth	1,677,705	162
Modesto	1,675,045	163
Salem, Ore.	1,651,940	164
Roanoke	1,641,448	165
Chico	1,613,565	166
Olympia	1,559,695	167
Visalia-Tulare-Porterville	1,492,922	168
Wheeling	1,469,153	169
Galveston-Texas City	1,466,512	170
St. Cloud	1,443,461	171
Houma-Thibodaux	1,425,872	172
Fort Walton Beach	1,417,386	173
Muskegon	1,405,949	174
Killeen-Temple	1,392,966	175
Macon-Warner Robins	1,380,491	176
Jackson, Mich.	1,369,020	177
Lima	1,357,707	178
Lexington-Fayette	1,352,910	179
Yakima	1,337,092	180
Burlington, Vt.	1,330,228	181
Boulder-Longmont	1,300,546	182
Racine	1,273,069	183
Lafayette, La.	1,270,561	184
Naples	1,262,372	185
Sharon	1,252,549	186
Gainesville	1,250,850	187
Eugene-Springfield	1,242,079	188
Asheville	1,241,776	189
Ocala	1,236,648	190
Pittsfield	1,234,071	191
Green Bay	1,197,543	192
Charlottesville	1,194,070	193
Bangor	1,186,512	194
Anderson, S.C.	1,185,350	195
Battle Creek	1,184,903	196
Merced	1,176,054	197
Colorado Springs	1,173,933	198
South Bend-Mishawaka	1,172,670	199
Savannah	1,162,969	200
Total Top 200	**1,534,591,364**	
McAllen-Edinburg-Mission	1,146,744	201
Springfield, Ill.	1,137,902	202
Glens Falls	1,134,711	203
Albuquerque	1,116,484	204
Parkersburg-Marietta	1,093,588	205
Biloxi-Gulfport	1,089,591	206
Steubenville-Weirton	1,078,967	207
Athens	1,071,755	208
Lake Charles	1,069,612	209
Pascagoula	1,055,485	210
Tallahassee	1,051,764	211
Yuba City	1,043,832	212
Montgomery	1,041,200	213
Springfield, Mo.	1,027,543	214
Boise	1,006,301	215
Williamsport	991,765	216
Elkhart-Goshen	988,941	217
Eau Claire	974,659	218
Florence, Ala.	967,688	219
Mansfield	948,143	220
State College	938,700	221
Joplin	935,429	222
Tyler	920,381	223
Medford	919,726	224
Terre Haute	917,785	225
Shreveport	914,755	226
Fort Smith	913,168	227
Hagerstown	904,617	228
Waco	896,919	229
Anniston	884,916	230
Wausau	884,904	231
Altoona	884,091	232
Redding	883,406	233
Lynchburg	881,983	234
Provo-Orem	867,952	235
Monroe	859,111	236
Anderson, Ind.	853,492	237
Panama City	848,601	238
Kankakee	846,824	239
Cedar Rapids	835,657	240
Corpus Christi	830,527	241
Fort Collins-Loveland	820,578	242
Jacksonville, N.C.	816,336	243
Alexandria, La.	807,921	244
Greeley	805,364	245
Bellingham	801,665	246
Cumberland	799,879	247
Huntsville	775,644	248
Wilmington, N.C.	769,986	249
Santa Fe	758,689	250
Total Top 250	**1,581,407,045**	
Longview-Marshall	756,637	251
Kokomo	754,259	252
Champaign-Urbana-Rantoul	752,290	253
Richland-Kennewick-Pasco	750,163	254
Sheboygan	736,232	255
Florence, S.C.	735,659	256
Elmira	734,736	257
Kenosha	718,233	258
Burlington, N.C.	708,439	259
Brownsville-Harlingen	702,011	260
Danville, Va.	680,051	261
Dothan	677,515	262
Tuscaloosa	673,201	263
Columbus, Ga.	665,284	264
Lafayette-West Lafayette	658,370	265
Texarkana	651,178	266
Waterloo-Cedar Falls	636,759	267
Janesville-Beloit	635,398	268
Topeka	612,322	269
Fargo-Moorhead	611,465	270
Columbia, Mo.	611,079	271
Bloomington, Ind.	604,278	272
La Crosse	598,354	273
Muncie	589,832	274
Bloomington-Normal	551,676	275
Rochester, Minn.	545,019	276
Las Cruces	518,414	277
Gadsden	513,779	278
Iowa City	509,356	279
El Paso	506,542	280
Decatur, Ill.	503,915	281
Billings	483,483	282
Decatur, Ala.	480,925	283
Clarksville-Hopkinsville	467,574	284
Sherman-Denison	465,348	285
Vineland-Millville-Bridgeton	448,189	286
Amarillo	436,242	287
Lewiston-Auburn	432,286	288
Fayetteville-Springdale	412,037	289
Bismarck	404,130	290
Albany, Ga.	390,523	291
Sioux City	390,425	292
Lincoln	366,195	293
Lubbock	356,945	294
Odessa	354,755	295
Sioux Falls	337,415	296
Owensboro	333,162	297
Grand Forks	322,109	298
Dubuque	318,864	299
Lawton	314,695	300
Rapid City	297,522	301
Wichita Falls	297,465	302
Casper	280,204	303
Jackson, Tenn.	269,908	304
Pueblo	255,926	305
Cheyenne	222,926	306
Great Falls	218,203	307
Victoria	215,643	308
Lawrence, Kans.	199,976	309
Pine Bluff	183,804	310
Midland, Tex.	160,226	311
St. Joseph	155,439	312
San Angelo	153,803	313
Enid	141,546	314
Bryan-College Station	141,517	315
Abilene	124,824	316
Laredo	76,240	317
Anchorage	0	318
Total Above Areas	**1,612,219,965**	
Percent of U.S.	**100.0000**	
U.S. Total	**1,612,219,965**	

Households with EBIs of $50,000 and Above

Area	(Thous.)	Rank
Los Angeles - Long Beach	811.0	1
New York	713.7	2
Chicago	569.2	3
Washington	500.6	4
Philadelphia	415.1	5
Boston - Lawrence - Salem - Lowell - Brockton	408.6	6
Nassau - Suffolk	392.2	7
Detroit	330.3	8
Anaheim - Santa Ana	267.8	9
Oakland	239.5	10
Minneapolis - St. Paul	231.2	11
Houston	228.2	12
Newark	222.3	13
Atlanta	220.8	14
San Francisco	212.4	15
San Diego	208.8	16
San Jose	200.6	17
Seattle	199.2	18
Dallas	198.6	19
St. Louis	183.2	20
Baltimore	179.8	21
Bergen - Passaic	171.6	22
Riverside - San Bernardino	151.1	23
Denver	145.2	24
Phoenix	144.1	25
Miami - Hialeah	131.2	26
Middlesex - Somerset - Hunterdon, N.J.	130.3	27
Cleveland	127.7	28
Bridgeport - Stamford - Norwalk - Danbury	127.1	29
Hartford - New Britain - Middletown - Bristol	124.1	30
Kansas City	123.2	31
Pittsburgh	121.2	32
Tampa - St. Petersburg - Clearwater	121.0	33
Sacramento	116.8	34
Monmouth - Ocean	108.0	35
Fort Lauderdale - Hollywood - Pompano Beach	107.9	36
Milwaukee	98.1	37
Cincinnati	96.6	38
Fort Worth - Arlington	92.2	39
New Haven - Waterbury - Meriden	84.8	40
Norfolk - Virginia Beach - Newport News	84.3	41
Indianapolis	84.1	42
Rochester, N.Y.	81.7	43
West Palm Beach - Boca Raton - Delray Beach	80.5	44
Columbus, Ohio	76.7	45
Honolulu	74.1	46
Oxnard - Ventura	72.0	47
Portland, Ore.	69.3	48
New Orleans	65.2	49
Albany - Schenectady - Troy	63.7	50
Total Top 50	**10,003.3**	
Nashville	62.8	51
Orlando	62.4	52
Richmond - Petersburg	62.1	53
Providence - Pawtucket - Woonsocket	60.4	54
San Antonio	59.8	55
Jacksonville, Fla.	57.8	56
Dayton - Springfield	56.9	57
Charlotte - Gastonia - Rock Hill	56.5	58
Buffalo	56.1	59
Lake County, Ill.	53.8	60
Worcester - Fitchburg - Leominster	52.9	61
Louisville	51.6	62
Raleigh - Durham	51.4	63
Austin	51.0	64
Salt Lake City - Ogden	51.0	64
Omaha	49.2	66
Oklahoma City	48.4	67
Memphis	48.2	68
Syracuse	46.6	69
Greensboro - Winston-Salem - High Point	46.5	70
Wilmington, Del.	46.4	71
Allentown - Bethlehem	43.2	72
Grand Rapids	42.2	73
Birmingham	41.2	74
Toledo	40.6	75
Harrisburg - Lebanon - Carlisle	39.9	76
Fresno	39.8	77
Trenton	39.4	78
Las Vegas	38.8	79
Akron	38.1	80
Springfield, Mass.	38.0	81
Santa Rosa - Petaluma	36.6	82
Manchester - Nashua	36.2	83
Wichita	35.4	84
Tulsa	33.9	85
Jersey City	33.2	86
Bakersfield	32.5	87
Santa Barbara - Santa Maria - Lompoc	32.3	88
Vallejo - Fairfield - Napa	31.1	89
Scranton - Wilkes-Barre	30.3	90
Little Rock - North Little Rock	30.2	91
Tucson	30.1	92
Portsmouth - Dover - Rochester	29.9	93
Joliet	29.7	94
Knoxville	29.5	95
Peoria	29.0	96
Baton Rouge	28.3	97
Aurora - Elgin	28.2	98
Gary - Hammond	27.9	99
New Bedford - Fall River - Attleboro	27.6	100
Total Top 100	**12,128.4**	
Lansing - East Lansing	27.5	101
Stockton	27.2	102
Poughkeepsie	26.7	103
Youngstown - Warren	26.5	104
Columbia, S.C.	25.3	105
Anchorage	25.0	106
Davenport - Rock Island - Moline	25.0	106
Des Moines	24.6	108
Beaumont - Port Arthur	24.5	109
Lancaster	23.7	110
Madison	23.5	111
Albuquerque	23.3	112
Salinas - Seaside - Monterey	23.3	112
New London - Norwich	22.3	114
Tacoma	22.3	114
York	22.1	116
Santa Cruz	22.0	117
Saginaw - Bay City - Midland	21.9	118
Colorado Springs	21.4	119
Mobile	21.2	120
Melbourne - Titusville - Palm Bay	21.1	121
Greenville - Spartanburg	20.8	122
Orange County, N.Y.	20.3	123
Ann Arbor	19.9	124
Fort Wayne	19.7	125
Binghamton	19.6	126
Lexington-Fayette	19.4	127
Pensacola	19.3	128
Flint	19.2	129
Fort Myers - Cape Coral	19.1	130
Reno	19.1	130
Jackson, Miss.	18.9	132
Reading	18.9	132
Huntsville	18.8	134
Augusta	18.5	135
El Paso	18.4	136
Modesto	18.4	136
Chattanooga	18.2	138
Daytona Beach	18.1	139
Rockford	18.0	140
Atlantic City	17.8	141
Sarasota	17.8	141
Johnson City - Kingsport - Bristol	17.6	143
Macon - Warner Robins	17.3	144
Lincoln	16.8	145
Brazoria	16.5	146
Canton	16.5	146
Shreveport	16.5	146
Kalamazoo	16.4	149
Boulder - Longmont	16.3	150
Total Top 150	**13,160.9**	
Erie	16.2	151
Appleton - Oshkosh - Neenah	16.1	152
Charleston, S.C.	16.0	153
Portland, Me.	15.9	154
Evansville	15.8	155
Lakeland - Winter Haven	15.5	156
Lorain - Elyria	15.4	157
Utica - Rome	15.4	157
Corpus Christi	15.2	159
Spokane	15.0	160
Hamilton - Middletown	14.1	161
Savannah	13.9	162
Montgomery	13.8	163
Galveston - Texas City	13.6	164
Richland - Kennewick - Pasco	13.6	164
Tallahassee	13.3	166
Charleston, W. Va.	13.0	167
Roanoke	12.7	168
Topeka	12.5	169
Vancouver	12.4	170
Duluth	12.3	171
South Bend - Mishawaka	12.2	172
Kenosha	11.9	173
Fort Pierce	11.2	174
Amarillo	11.1	175
Lafayette, La.	11.1	175
Racine	11.1	175
Cedar Rapids	10.8	178
Huntington - Ashland	10.6	179
Niagara Falls	10.6	179
Springfield, Mo.	10.6	179
Gainesville	10.5	182
Olympia	10.5	182
Boise	10.3	184
Bradenton	10.3	184
Burlington, Vt.	10.3	184
Bremerton	9.9	187
Battle Creek	9.8	188
Beaver County, Pa.	9.6	189
Midland, Tex.	9.5	190
Tyler	9.5	190
Springfield, Ill.	9.4	192
Waterloo - Cedar Falls	9.4	192
Bloomington - Normal	9.2	194
Fort Collins - Loveland	9.2	194
Visalia - Tulare - Porterville	9.2	194
Champaign - Urbana - Rantoul	9.1	197
Columbus, Ga.	9.1	197
Pittsfield	9.1	197
Decatur, Ill.	9.0	200
Total Top 200	**13,756.4**	
Lubbock	9.0	200
Eugene - Springfield	8.9	202
Odessa	8.9	202
Green Bay	8.8	204
Santa Fe	8.8	204
Rochester, Minn.	8.7	206
Hickory	8.6	207
Jackson, Mich.	8.5	208
Lynchburg	8.5	208
Houma - Thibodaux	8.4	210
Naples	8.3	211
Fargo - Moorhead	8.2	212
Fort Walton Beach	8.2	212
Killeen - Temple	8.2	212
Vineland - Millville - Bridgeton	8.2	212
Sioux Falls	8.1	216
Charlottesville	7.9	217
Lima	7.9	217
Longview - Marshall	7.9	217
Waco	7.9	217
Lake Charles	7.8	221
Kokomo	7.5	222
Muskegon	7.5	222
St. Cloud	7.5	222
Bryan - College Station	7.4	225
Salem, Ore.	7.4	225
Benton Harbor	7.3	227
Biloxi - Gulfport	7.3	227
Columbia, Mo.	7.3	227
Fayetteville, N.C.	7.3	227
Elkhart - Goshen	7.2	231
Chico	7.1	232
Janesville - Beloit	7.0	233
McAllen - Edinburg - Mission	7.0	233
Brownsville - Harlingen	6.7	235
Merced	6.7	235
Yakima	6.7	235
Lafayette - West Lafayette	6.6	238
Fort Smith	6.5	239
Anderson, Ind.	6.4	240
Asheville	6.4	240
Terre Haute	6.3	242
Athens	6.2	243
Bangor	6.2	243
Pascagoula	6.1	245
Eau Claire	5.9	246
Provo - Orem	5.9	246
Redding	5.9	246
Sheboygan	5.9	246
Mansfield	5.8	250
Total Top 250	**14,127.1**	
Billings	5.7	251
Grand Forks	5.7	251
Wheeling	5.7	251
Yuba City	5.7	251
Jamestown	5.6	255
Ocala	5.6	255
Glens Falls	5.4	257
Iowa City	5.4	257
Bellingham	5.3	259
Muncie	5.3	259
Bismarck	5.2	261
San Angelo	5.2	261
Sharon	5.2	261
Wichita Falls	5.2	261
Greeley	5.1	265
Bloomington, Ind.	5.0	266
Hagerstown	5.0	266
Parkersburg - Marietta	5.0	266
Steubenville - Weirton	5.0	266
Williamsport	5.0	266
Abilene	4.9	271
Clarksville - Hopkinsville	4.9	271
Wausau	4.8	273
La Crosse	4.7	274
Monroe	4.7	274
Sherman - Denison	4.7	274
State College	4.7	274
Tuscaloosa	4.7	274
Wilmington, N.C.	4.7	274
Alexandria, La.	4.6	280
Fayetteville - Springdale	4.6	280
Joplin	4.6	280
Kankakee	4.6	280
Texarkana	4.6	280
Albany, Ga.	4.5	285
Altoona	4.5	285
Danville, Va.	4.5	285
Pueblo	4.5	285
Rapid City	4.5	285
Anderson, S.C.	4.3	290
Florence, Ala.	4.3	290
Lewiston - Auburn	4.3	290
Lawton	4.2	293
Sioux City	4.1	294
Burlington, N.C.	4.0	295
Casper	4.0	295
Las Cruces	4.0	295
St. Joseph	4.0	295
Lawrence, Kans.	3.9	299
Pine Bluff	3.9	299
Dothan	3.8	301
Elmira	3.8	301
Medford	3.7	303
Panama City	3.7	303
Great Falls	3.6	305
Jackson, Tenn.	3.6	305
Cheyenne	3.5	307
Cumberland	3.5	307
Dubuque	3.5	307
Victoria	3.5	307
Owensboro	3.4	311
Anniston	3.2	312
Decatur, Ala.	3.1	313
Florence, S.C.	3.1	313
Enid	2.7	315
Gadsden	2.6	316
Laredo	2.4	317
Jacksonville, N.C.	1.6	318
Total Above Areas	**14,425.0**	
Percent of U.S.	**87.9638**	
U.S. Total	**16,398.8**	

Buying Power Index (BPI)

Area	BPI	Rank
Los Angeles-Long Beach	5.9273	1
New York	3.6612	2
Chicago	2.7573	3
Philadelphia	2.1427	4
Washington	1.9123	5
Boston-Lawrence-Salem-Lowell-Brockton	1.8835	6
Detroit	1.8671	7
Nassau-Suffolk	1.4313	8
Houston	1.3850	9
Atlanta	1.2013	10
Minneapolis-St. Paul	1.1219	11
Anaheim-Santa Ana	1.1072	12
Dallas	1.0952	13
St. Louis	1.0480	14
San Diego	1.0425	15
Baltimore	9713	16
Oakland	9668	17
San Francisco	9138	18
Newark	9046	19
Seattle	8685	20
Riverside-San Bernardino	8566	21
Pittsburgh	8415	22
Phoenix	8397	23
Tampa-St. Petersburg-Clearwater	8236	24
Miami-Hialeah	8034	25
Cleveland	7914	26
Denver	7364	27
San Jose	7337	28
Bergen-Passaic	7058	29
Kansas City	6898	30
Cincinnati	[illegible]	31
Sacramento	[illegible]	31
Milwaukee	5898	33
Fort Lauderdale-Hollywood-Pompano Beach	5624	34
Hartford-New Britain-Middletown-Bristol	5487	35
Columbus, Ohio	5478	36
Norfolk-Virginia Beach-Newport News	5344	37
Fort Worth-Arlington	5318	38
Indianapolis	5297	39
New Orleans	[illegible]	40
Bridgeport-Stamford-Norwalk-Danbury	5060	41
Middlesex-Somerset-Hunterdon	5017	42
Portland, Ore.	4977	43
Monmouth-Ocean	4760	44
San Antonio	4574	45
Charlotte-Gastonia-Rock Hill	4411	46
Rochester, N.Y.	4338	47
Oklahoma City	4288	48
Orlando	4192	49
West Palm Beach-Boca Raton-Delray Beach	4104	50
Total Top 50	**50.0497**	
Nashville	3914	51
Louisville	3877	52
Buffalo	3844	53
Dayton-Springfield	3827	54
New Haven-Waterbury-Meriden	3796	55
Providence-Pawtucket-Woonsocket	3790	56
Memphis	3752	57
Albany-Schenectady-Troy	3701	58
Salt Lake City-Ogden	3664	59
Greensboro-Winston-Salem-High Point	3657	60
Richmond-Petersburg	3607	61
Honolulu	3541	62
Jacksonville, Fla.	3518	63
Birmingham	3288	64
Austin	3077	65
Worcester-Fitchburg-Leominster	2953	66
Raleigh-Durham	2934	67
Tulsa	2836	68
Oxnard-Ventura	2805	69
Allentown-Bethlehem	2792	70
Scranton-Wilkes-Barre	2751	71
Grand Rapids	2749	72
Omaha	2728	73
Syracuse	2703	74
Toledo	2698	75
Las Vegas	2635	76
Harrisburg-Lebanon-Carlisle	2615	77
Akron	2604	78
Springfield, Mass.	2531	79
Wilmington, Del.	2465	80
Knoxville	2444	81
Lake County, Ill.	2375	82
Tucson	2374	83
Gary-Hammond	2344	84
Fresno	2342	85
Greenville-Spartanburg	2273	86
New Bedford-Fall River-Attleboro	[illegible]	87
Jersey City	2099	88
Little Rock-North Little Rock	2053	89
Baton Rouge	2037	90
Tacoma	1998	91
Bakersfield	1983	92
Wichita	1955	93
Youngstown-Warren	1954	94
Albuquerque	1854	95
Lansing-East Lansing	1797	96
Columbia, S.C.	1766	97
Flint	1754	98
El Paso	1732	99
Charleston, S.C.	1729	100
Total Top 100	**63.7012**	
Mobile	1726	101
Santa Barbara-Santa Maria-Lompoc	1708	102
Manchester-Nashua	1707	103
Des Moines	1703	104
Stockton	1665	105
Vallejo-Fairfield-Napa	1653	106
Santa Rosa-Petaluma	1648	107
Lancaster	1634	108
Chattanooga	1630	109
Saginaw-Bay City-Midland	1630	109
Trenton	1628	111
Portsmouth-Dover-Rochester	1599	112
Johnson City-Kingsport-Bristol	1596	113
Madison	1581	114
Davenport-Rock Island-Moline	1569	115
York	1551	116
Beaumont-Port Arthur	1547	117
Peoria	1523	118
Colorado Springs	1515	119
Canton	1513	120
Joliet	1473	121
Aurora-Elgin	1472	122
Melbourne-Titusville-Palm Bay	1470	123
Jackson, Miss.	1446	124
Fort Wayne	1439	125
Augusta	1417	126
Lexington-Fayette	1409	127
Reading	1408	128
Lakeland-Winter Haven	1401	129
Atlantic City	1380	130
Salinas-Seaside-Monterey	1379	131
Spokane	1345	132
Shreveport	1342	133
Corpus Christi	1338	134
Daytona Beach	1337	135
Pensacola	1321	136
Fort Myers-Cape Coral	1277	137
Modesto	1234	138
Anchorage	1229	139
Portland, Me.	1225	140
Huntsville	1213	141
Appleton-Oshkosh-Neenah	1204	142
Rockford	1197	143
Utica-Rome	1186	144
Ann Arbor	1189	145
Orange County, N.Y.	1173	146
Huntington-Ashland	[illegible]	147
New London-Norwich	[illegible]	148
Evansville	1169	149
Poughkeepsie	[illegible]	150
Total Top 150	**70.8548**	
Reno	1158	151
Macon-Warner Robins	[illegible]	152
Montgomery	[illegible]	153
Binghamton	1099	154
Erie	1095	155
Charleston, W.Va.	1064	156
Lorain-Elyria	1027	157
[illegible]	1013	158
Santa Cruz	1003	159
South Bend-Mishawaka	0990	160
Visalia-Tulare-Porterville	0988	161
Hamilton-Middletown	0983	162
Duluth	0976	163
Boulder-Longmont	0974	164
Hickory	0971	165
Kalamazoo	0970	166
Eugene-Springfield	0949	167
Roanoke	0946	168
Savannah	0945	169
Springfield, Mo.	0913	170
Fayetteville, N.C.	0912	171
Lincoln	0906	172
Columbus, Ga.	0881	173
Fort Pierce	0875	174
Galveston-Texas City	0874	175
Lafayette, La.	0871	176
Salem, Ore.	0867	177
Lubbock	0859	178
Tallahassee	0847	179
[illegible]	0837	180
Amarillo	0834	181
Killeen-Temple	0818	182
Niagara Falls	0811	183
Brazoria	0798	184
Springfield, Ill.	0798	184
Johnstown	0788	186
Bradenton	0786	187
Brownsville-Harlingen	0778	188
Boise	0773	189
Gainesville	0770	190
Vancouver	0765	191
Green Bay	0758	192
St. Cloud	0739	193
Cedar Rapids	0727	194
Topeka	0722	195
Biloxi-Gulfport	0718	196
Beaver County, Pa.	0699	197
Asheville	0697	198
Champaign-Urbana-Rantoul	0695	199
Fort Collins-Loveland	0690	200
Total Top 200	**75.2722**	
Longview-Marshall	0690	200
Racine	0690	200
Waco	0690	200
Provo-Orem	0674	204
Houma-Thibodaux	0673	205
Odessa	0654	206
Ocala	0652	207
Chico	0646	208
Pittsfield	0646	208
Wheeling	0644	210
Lake Charles	0638	211
Yakima	0634	212
Bremerton	0631	213
Fort Smith	0628	214
Tyler	0628	214
Fargo-Moorhead	0627	216
Burlington, Vt.	0622	217
Lima	0616	218
Olympia	0610	219
Elkhart-Goshen	0607	220
Waterloo-Cedar Falls	0606	221
Benton Harbor	0602	222
Naples	0602	222
Richland-Kennewick-Pasco	0602	222
Lynchburg	0593	225
Fort Walton Beach	0590	226
Midland, Tex.	0579	227
Parkersburg-Marietta	0579	227
Sioux Falls	0579	227
Merced	0571	230
Muskegon	0571	230
Bangor	0568	232
Battle Creek	0560	233
Charlottesville	0559	234
Terre Haute	0559	234
Jackson, Mich.	0553	236
Janesville-Beloit	0547	237
Bloomington-Normal	0545	238
Eau Claire	0541	239
Athens	0535	240
Clarksville-Hopkinsville	0534	241
Decatur, Ill.	0534	241
Vineland-Millville-Bridgeton	0534	241
Abilene	0528	244
Steubenville-Weirton	0521	245
Wichita Falls	0516	246
Kenosha	0515	247
Redding	0514	248
Billings	0511	249
Mansfield	0508	250
Total Top 250	**78.2278**	
Anderson, Ind.	0507	251
Anderson, S.C.	0496	252
Bryan-College Station	0496	252
Altoona	0494	254
Medford	0491	255
Joplin	0489	256
Muncie	0487	257
Tuscaloosa	0486	258
Monroe	0485	259
Wilmington, N.C.	0484	260
Lafayette-West Lafayette	0483	261
Rochester, Minn.	0478	262
Dothan	0472	263
Alexandria, La.	0468	264
Florence, Ala.	0467	265
Santa Fe	0466	266
Panama City	0456	267
Glens Falls	0451	268
Greeley	0450	269
Pascagoula	0448	270
Texarkana	0448	270
Kokomo	0447	272
Sharon	0442	273
Sioux City	0441	274
Bellingham	0439	275
Burlington, N.C.	0439	275
Williamsport	0438	277
Columbia, Mo.	0431	278
Hagerstown	0430	279
Albany, Ga.	0427	280
Pueblo	0425	281
San Angelo	0421	282
Yuba City	0421	282
Laredo	0420	284
State College	0413	285
Wausau	0412	286
Florence, S.C.	0411	287
Fayetteville-Springdale	0409	288
Lawton	0409	288
Lewiston-Auburn	0405	290
Jacksonville, N.C.	0394	291
Sheboygan	0393	292
La Crosse	0389	293
Las Cruces	0388	294
Danville, Va.	0384	295
Bloomington, Ind.	0381	296
Anniston	0380	297
Bismarck	0376	298
Sherman-Denison	0375	299
Kankakee	0372	300
Cumberland	0360	301
Elmira	0354	302
Rapid City	0352	303
Owensboro	0347	304
St. Joseph	0344	305
Decatur, Ala.	0343	306
Iowa City	0341	307
Dubuque	0338	308
Jackson, Tenn.	0325	309
Gadsden	0321	310
Cheyenne	0319	311
Grand Forks	0317	312
Victoria	0309	313
Casper	0308	314
Great Falls	0306	315
Pine Bluff	0302	316
Lawrence, Kans.	0271	317
Enid	0247	318
Total Above Areas	**80.9996**	
Percent of U.S.	**80.9996**	
U.S. Total	**100.0000**	

METRO MARKET RANKINGS

Total Retail Sales

Area	($000)	Rank
Los Angeles - Long Beach	56,746,834	1
New York	47,732,464	2
Chicago	40,744,473	3
Philadelphia	32,943,827	4
Boston - Lawrence - Salem - Lowell - Brockton	30,766,529	5
Detroit	29,363,285	6
Washington	29,194,343	7
Houston	22,796,309	8
Nassau - Suffolk	21,824,947	9
Atlanta	20,794,968	10
Dallas	17,907,833	11
Minneapolis - St. Paul	17,640,652	12
Anaheim - Santa Ana	17,071,107	13
St. Louis	16,439,385	14
San Diego	15,293,123	15
Baltimore	15,247,372	16
San Francisco	14,886,534	17
Miami - Hialeah	14,751,212	18
Oakland	13,828,009	19
Tampa - St. Petersburg - Clearwater	13,442,895	20
Phoenix	13,076,432	21
Seattle	13,063,631	22
Cleveland	12,736,299	23
Newark	12,329,603	24
Pittsburgh	12,322,375	25
Riverside - San Bernardino	12,096,998	26
Denver	11,751,410	27
Bergen - Passaic	11,216,841	28
Kansas City	11,016,106	29
San Jose	10,772,138	30
Fort Lauderdale - Hollywood - Pompano Beach	10,067,896	31
Cincinnati	9,513,583	32
Sacramento	9,145,316	33
Columbus, Ohio	8,959,190	34
Indianapolis	8,869,296	35
New Orleans	8,852,525	36
Hartford - New Britain - Middletown - Bristol	8,679,548	37
Norfolk - Virginia Beach - Newport News	8,642,148	38
Milwaukee	8,469,597	39
Fort Worth - Arlington	8,407,246	40
Bridgeport - Stamford - Norwalk - Danbury	8,149,446	41
Portland, Ore	8,132,744	42
Middlesex - Somerset - Hunterdon	7,537,696	43
Oklahoma City	7,380,929	44
Charlotte - Gastonia - Rock Hill	7,354,092	45
Orlando	7,210,402	46
San Antonio	7,172,213	47
Monmouth - Ocean	7,014,500	48
Memphis	6,728,896	49
West Palm Beach - Boca Raton - Delray Beach	6,593,307	50
Total Top 50	**772,678,504**	
Louisville	6,392,975	51
Rochester, N.Y.	6,299,533	52
Nashville	6,167,214	53
Richmond - Petersburg	6,056,580	54
Providence - Pawtucket - Woonsocket	6,053,472	55
Greensboro - Winston-Salem - High Point	6,007,669	56
New Haven - Waterbury - Meriden	5,953,486	57
Dayton - Springfield	5,904,252	58
Buffalo	5,762,669	59
Albany - Schenectady - Troy	5,678,644	60
Honolulu	5,567,310	61
Salt Lake City - Ogden	5,513,568	62
Jacksonville, Fla	5,505,484	63
Birmingham	4,871,001	64
Austin	4,833,318	65
Toledo	4,732,575	66
Las Vegas	4,656,184	67
Knoxville	4,555,236	68
Harrisburg - Lebanon - Carlisle	4,456,142	69
Tulsa	4,442,152	70
Grand Rapids	4,400,314	71
Scranton - Wilkes-Barre	4,318,954	72
Springfield, Mass	4,304,932	73
Allentown - Bethlehem	4,302,427	74
Raleigh - Durham	4,291,034	75
Worcester - Fitchburg - Leominster	4,215,725	76
Omaha	4,105,663	77
Akron	3,994,632	78
Syracuse	3,979,453	79
New Bedford - Fall River - Attleboro	3,893,673	80
Greenville - Spartanburg	3,881,381	81
Gary - Hammond	3,801,019	82
Wilmington, Del.	3,779,816	83
Oxnard - Ventura	3,735,796	84
Tucson	3,634,277	85
Lake County, Ill.	3,444,723	86
Fresno	3,361,246	87
Baton Rouge	3,288,374	88
Little Rock - North Little Rock	3,219,687	89
Manchester - Nashua	3,209,425	90
Flint	3,140,358	91
Tacoma	3,116,479	92
Albuquerque	3,040,143	93
Santa Barbara - Santa Maria - Lompoc	2,970,280	94
Jersey City	2,957,284	95
Bakersfield	2,946,526	96
Portsmouth - Dover - Rochester	2,936,556	97
Youngstown - Warren	2,925,554	98
Lansing - East Lansing	2,888,392	99
Charleston, S.C.	2,883,843	100
Total Top 100	**989,056,934**	
Wichita	2,796,571	101
Chattanooga	2,793,955	102
Mobile	2,791,425	103
Portland, Me	2,774,498	104
Saginaw - Bay City - Midland	2,748,197	105
Columbia, S.C.	2,716,027	106
Des Moines	2,702,276	107
Madison	2,686,960	108
El Paso	2,630,277	109
Lancaster	2,609,916	110
Atlantic City	2,597,141	111
Beaumont - Port Arthur	2,554,999	112
Johnson City - Kingsport - Bristol	2,513,090	113
Anchorage	2,475,699	114
Lexington-Fayette	2,429,111	115
Reading	2,401,553	116
Trenton	2,389,082	117
Stockton	2,373,867	118
Canton	2,372,321	119
Colorado Springs	2,356,694	120
Corpus Christi	2,334,645	121
Jackson, Miss.	2,314,644	122
Fort Wayne	2,310,009	123
Davenport - Rock Island - Moline	2,303,299	124
Santa Rosa - Petaluma	2,303,239	125
Melbourne - Titusville - Palm Bay	2,282,870	126
Vallejo - Fairfield - Napa	2,233,477	127
Lakeland - Winter Haven	2,224,231	128
Sarasota	2,200,868	129
Augusta	2,192,050	130
Spokane	2,181,844	131
Daytona Beach	2,162,442	132
Reno	2,157,512	133
Shreveport	2,151,547	134
York	2,118,279	135
Peoria	2,112,842	136
Fort Myers - Cape Coral	2,076,042	137
Salinas - Seaside - Monterey	2,017,228	138
Pensacola	2,009,385	139
Evansville	1,957,115	140
Aurora - Elgin	1,946,976	141
Huntington - Ashland	1,946,436	142
Ann Arbor	1,921,173	143
New London - Norwich	1,919,618	144
Modesto	1,919,416	145
Macon - Warner Robins	1,869,594	146
Rockford	1,847,772	147
McAllen - Edinburg - Mission	1,823,960	148
Orange County, N.Y.	1,810,809	149
Joliet	1,772,605	150
Total Top 150	**1,103,192,520**	
Utica - Rome	1,760,581	151
Charleston, W.Va.	1,752,730	152
Montgomery	1,734,875	153
South Bend - Mishawaka	1,708,170	154
Appleton - Oshkosh - Neenah	1,692,673	155
Visalia - Tulare - Porterville	1,682,923	156
Boulder - Longmont	1,674,545	157
Savannah	1,620,718	158
Lafayette, La	1,614,278	159
Erie	1,596,238	160
Roanoke	1,594,890	161
Poughkeepsie	1,575,301	162
Lubbock	1,564,373	163
Springfield, Mo	1,563,074	164
Kalamazoo	1,561,452	165
Binghamton	1,557,912	166
Duluth	1,533,837	167
Fort Pierce	1,500,219	168
St. Cloud	1,495,618	169
Eugene - Springfield	1,483,989	170
Fayetteville, N.C	1,460,145	171
Amarillo	1,443,114	172
Huntsville	1,412,488	173
Brownsville - Harlingen	1,408,066	174
Galveston - Texas City	1,401,222	175
Columbus, Ga	1,385,456	176
Lorain - Elyria	1,384,684	177
Odessa	1,383,514	178
Bradenton	1,376,484	179
Tallahassee	1,360,471	180
Santa Cruz	1,338,805	181
Longview - Marshall	1,328,245	182
Asheville	1,313,886	183
Hickory	1,309,641	184
Gainesville	1,309,630	185
Hamilton - Middletown	1,297,100	186
Springfield, Ill	1,292,538	187
Salem, Ore	1,243,500	188
Ocala	1,230,842	189
Lincoln	1,217,199	190
Green Bay	1,214,905	191
Burlington, Vt	1,191,725	192
Pittsfield	1,171,060	193
Killeen - Temple	1,170,574	194
Naples	1,170,011	195
Waco	1,157,841	196
Biloxi - Gulfport	1,150,960	197
Champaign - Urbana - Rantoul	1,147,618	198
Boise	1,121,702	199
Midland, Tex.	1,104,330	200
Total Top 200	**1,173,958,672**	
Niagara Falls	1,098,188	201
Abilene	1,092,849	202
Bangor	1,089,877	203
Houma - Thibodaux	1,088,200	204
Cedar Rapids	1,077,031	205
Terre Haute	1,076,497	206
Topeka	1,074,348	207
Johnstown	1,071,154	208
Elkhart - Goshen	1,068,008	209
Fort Collins - Loveland	1,059,228	210
Laredo	1,057,511	211
Lake Charles	1,053,851	212
Wheeling	1,048,816	213
Fargo - Moorhead	1,044,098	214
Brazoria	1,040,178	215
Tyler	1,033,324	216
Charlottesville	1,029,240	217
Lynchburg	1,018,416	218
Fort Walton Beach	1,018,085	219
Chico	1,016,121	220
Lima	1,014,043	221
Wichita Falls	978,265	222
Parkersburg - Marietta	968,855	223
Yakima	962,053	224
Wilmington, N.C.	957,071	225
Billings	954,526	226
Sioux Falls	953,992	227
Fort Smith	934,217	228
Eau Claire	930,753	229
Racine	923,929	230
Athens	911,621	231
Vancouver	900,285	232
Beaver County, Pa.	894,426	233
Muncie	891,407	234
Provo - Orem	888,648	235
Burlington, N.C	887,697	236
Olympia	885,377	237
Benton Harbor	871,966	238
Redding	857,894	239
Bloomington - Normal	856,893	240
Dothan	853,160	241
Richland - Kennewick - Pasco	850,802	242
Panama City	848,281	243
Waterloo - Cedar Falls	845,835	244
Rochester, Minn	844,654	245
Merced	844,645	246
Janesville - Beloit	844,402	247
Joplin	837,077	248
Mansfield	832,328	249
Bryan - College Station	827,949	250
Total Top 250	**1,221,966,743**	
Anderson, Ind	826,870	251
Monroe	821,622	252
Battle Creek	814,120	253
San Angelo	813,259	254
Clarksville - Hopkinsville	811,128	255
Medford	810,787	256
Vineland - Millville - Bridgeton	809,731	257
Muskegon	807,682	258
Altoona	805,253	259
Texarkana	802,956	260
Bremerton	794,435	261
Alexandria, La.	779,731	262
Tuscaloosa	776,731	263
Kokomo	776,067	264
Decatur, Ill.	772,870	265
Jackson, Mich.	769,888	266
Albany, Ga.	764,934	267
Lafayette - West Lafayette	764,070	268
Glens Falls	755,360	269
Anderson, S.C.	754,303	270
Florence, S.C.	747,197	271
Hagerstown	732,971	272
Sioux City	732,491	273
Steubenville - Weirton	731,105	274
Lewiston - Auburn	725,665	275
Santa Fe	721,353	276
Florence, Ala.	715,697	277
Bellingham	701,630	278
Fayetteville - Springdale	692,830	279
Williamsport	682,480	280
Kenosha	665,226	281
Jackson, Tenn.	651,728	282
Rapid City	651,713	283
Owensboro	649,650	284
Cheyenne	640,460	285
State College	638,607	286
Pueblo	631,264	287
La Crosse	627,868	288
Yuba City	625,865	289
Lawton	624,640	290
Bismarck	620,856	291
Jacksonville, N.C	607,111	292
Pascagoula	606,919	293
Bloomington, Ind	602,410	294
Sherman - Denison	601,954	295
Las Cruces	601,099	296
St. Joseph	596,857	297
Columbia, Mo.	592,121	298
Victoria	590,716	299
Greeley	586,959	300
Sharon	582,812	301
Wausau	581,816	302
Elmira	580,210	303
Cumberland	577,543	304
Casper	561,133	305
Danville, Va	551,064	306
Kankakee	538,447	307
Decatur, Ala	533,394	308
Dubuque	529,552	309
Grand Forks	495,039	310
Sheboygan	490,736	311
Great Falls	487,849	312
Anniston	484,568	313
Pine Bluff	483,803	314
Iowa City	459,504	315
Gadsden	452,097	316
Enid	396,652	317
Lawrence, Kans.	374,998	318
Total Above Areas	**1,266,557,199**	
Percent of U.S.	**81.9833**	
U.S. Total	**1,544,896,955**	

Per-Household Retail Sales

Area	($)	Rank
Laredo	32,842	1
Portland, Me.	31,035	2
Anchorage	29,092	3
Odessa	28,467	4
Bridgeport - Stamford - Norwalk - Danbury	27,201	5
Manchester - Nashua	26,993	6
Midland, Tex.	26,046	7
St. Cloud	25,831	8
Nassau - Suffolk	25,121	9
Burlington, Vt.	24,828	10
Portsmouth - Dover - Rochester	24,390	11
Abilene	23,966	12
Bergen - Passaic	23,199	13
Rochester, Minn.	22,953	14
San Angelo	22,780	15
Santa Barbara - Santa Maria - Lompoc	22,726	16
Victoria	22,546	17
Burlington, N.C.	22,417	18
Bangor	22,288	19
Cheyenne	22,236	20
San Francisco	22,209	21
Middlesex - Somerset - Hunterdon	22,157	22
Boston - Lawrence - Salem - Lowell - Brockton	22,094	23
Jackson, Tenn.	21,944	24
Charlottesville	21,899	25
Rapid City	21,796	26
Terre Haute	21,791	27
Naples	21,707	28
Washington	21,528	29
Longview - Marshall	21,527	30
Anaheim - Santa Ana	21,514	31
San Jose	21,420	32
New Bedford - Fall River - Attleboro	21,417	33
Atlantic City	21,393	34
Lake County, Ill.	21,383	35
Pittsfield	21,331	36
New London - Norwich	21,305	37
Reno	21,235	38
Honolulu	21,232	39
Miami - Hialeah	21,206	40
Hartford - New Britain - Middletown - Bristol	21,201	41
Lafayette, La.	21,102	42
Wilmington, N.C.	21,081	43
Wichita Falls	21,038	44
Atlanta	21,020	45
Casper	20,860	46
New Haven - Waterbury - Meriden	20,494	47
Muncie	20,492	48
Grand Forks	20,456	49
Trenton	20,402	50
Toledo	20,399	51
Billings	20,223	52
Kokomo	20,210	53
Richmond - Petersburg	20,202	54
Minneapolis - St. Paul	19,919	55
Elkhart - Goshen	19,888	56
Owensboro	19,867	57
Harrisburg - Lebanon - Carlisle	19,849	58
Springfield, Mass.	19,829	59
Lubbock	19,802	60
Lynchburg	19,737	61
Orlando	19,706	62
Dallas	19,631	63
Fort Lauderdale - Hollywood - Pompano Beach	19,576	64
Boulder - Longmont	19,562	65
Flint	19,554	66
Knoxville	19,487	67
Oklahoma City	19,475	68
Madison	19,428	69
Indianapolis	19,403	70
Memphis	19,297	71
Houston	19,288	72
Lewiston - Auburn	19,248	73
Ann Arbor	19,193	74
Amarillo	19,190	75
Orange County, N.Y.	19,182	76
Sioux Falls	19,156	77
Corpus Christi	19,152	78
Asheville	19,125	79
Albany, Ga.	19,123	80
Monmouth - Ocean	19,113	81
Lexington-Fayette	19,082	82
West Palm Beach - Boca Raton - Delray Beach	19,056	83
South Bend - Mishawaka	19,043	84
Kalamazoo	19,042	85
Norfolk - Virginia Beach - Newport News	19,036	86
Sarasota	19,022	87
Brownsville - Harlingen	19,002	88
Bismarck	18,986	89
Saginaw - Bay City - Midland	18,966	90
Reading	18,910	91
Wilmington, Del.	18,899	92
Fargo - Moorhead	18,847	93
Kansas City	18,831	94
Bloomington - Normal	18,792	95
Las Vegas	18,752	96
Fort Walton Beach	18,646	97
Lansing - East Lansing	18,623	98
Glens Falls	18,605	99
Eau Claire	18,578	100
Grand Rapids	18,575	101
Beaumont - Port Arthur	18,541	102
Champaign - Urbana - Rantoul	18,480	103
Savannah	18,417	104

Area	($)	Rank
Philadelphia	18,395	105
Detroit	18,352	106
Los Angeles - Long Beach	18,323	107
St. Louis	18,262	108
St. Joseph	18,253	109
Macon - Warner Robins	18,222	110
Providence - Pawtucket - Woonsocket	18,206	111
San Diego	18,206	111
Fort Worth - Arlington	18,170	113
Lancaster	18,150	114
McAllen - Edinburg - Mission	18,131	115
Tyler	18,128	116
Roanoke	18,124	117
Oakland	18,083	118
Evansville	18,055	119
Charlotte - Gastonia - Rock Hill	18,047	120
Seattle	18,044	121
Texarkana	18,003	122
New Orleans	17,993	123
Bryan - College Station	17,960	124
Baltimore	17,947	125
Chicago	17,925	126
Oxnard - Ventura	17,905	127
Dothan	17,886	128
Cleveland	17,881	129
Newark	17,872	130
Louisville	17,848	131
Springfield, Mo.	17,823	132
Omaha	17,812	133
Lima	17,790	134
Cincinnati	17,786	135
Columbus, Ohio	17,773	136
Salinas - Seaside - Monterey	17,757	137
Hagerstown	17,747	138
Fort Wayne	17,728	139
Poughkeepsie	17,700	140
Lafayette - West Lafayette	17,687	141
Florence, S.C.	17,664	142
Albany - Schenectady - Troy	17,663	143
Galveston - Texas City	17,625	144
Houma - Thibodaux	17,608	145
La Crosse	17,587	146
Denver	17,532	147
Portland, Ore.	17,531	148
Gary - Hammond	17,476	149
Ocala	17,459	150
Des Moines	17,445	151
Bradenton	17,402	152
Sacramento	17,393	153
Visalia - Tulare - Porterville	17,350	154
Rockford	17,334	155
Green Bay	17,257	156
Lake Charles	17,220	157
Santa Fe	17,216	158
Panama City	17,207	159
Baton Rouge	17,199	160
Worcester - Fitchburg - Leominster	17,179	161
Mansfield	17,161	162
Rochester, N.Y.	17,132	163
Greensboro - Winston-Salem - High Point	17,111	164
Nashville	17,093	165
Chattanooga	17,068	166
Little Rock - North Little Rock	17,035	167
Elmira	17,015	168
Gainesville	16,986	169
Austin	16,965	170
Charleston, S.C.	16,964	171
Fayetteville, N.C.	16,959	172
Athens	16,945	173
Anderson, Ind.	16,944	174
Fayetteville - Springdale	16,940	175
Dubuque	16,919	176
Syracuse	16,912	177
Allentown - Bethlehem	16,859	178
Phoenix	16,855	179
Topeka	16,813	180
Raleigh - Durham	16,788	181
Vineland - Millville - Bridgeton	16,730	182
Fort Pierce	16,706	183
Columbia, S.C.	16,704	184
Greenville - Spartanburg	16,701	185
San Antonio	16,668	186
Waco	16,660	187
Redding	16,638	188
Charleston, W.Va.	16,566	189
Richland - Kennewick - Pasco	16,553	190
Modesto	16,547	191
Fort Myers - Cape Coral	16,516	192
Bloomington, Ind.	16,459	193
Jackson, Miss.	16,451	194
Janesville - Beloit	16,428	195
Sioux City	16,424	196
Springfield, Ill.	16,424	196
Dayton - Springfield	16,410	198
Akron	16,385	199
Wichita	16,383	200
Bakersfield	16,370	201
Tallahassee	16,352	202
Colorado Springs	16,332	203
Albuquerque	16,284	204
Duluth	16,283	205
Cedar Rapids	16,269	206
Parkersburg - Marietta	16,256	207
Joplin	16,254	208
Jacksonville, Fla.	16,245	209
Santa Rosa - Petaluma	16,231	210
Davenport - Rock Island - Moline	16,175	211
Salt Lake City - Ogden	16,174	212
State College	16,126	213

Area	($)	Rank
Lawton	16,099	214
Mobile	16,061	215
Monroe	16,047	216
Buffalo	16,043	217
Tampa - St. Petersburg - Clearwater	16,024	218
Canton	16,008	219
Milwaukee	15,998	220
Alexandria, La.	15,978	221
Shreveport	15,973	222
Sherman - Denison	15,967	223
Altoona	15,946	224
Enid	15,930	225
Decatur, Ill.	15,903	226
Jacksonville, N.C.	15,893	227
Great Falls	15,891	228
Peoria	15,827	229
Hickory	15,817	230
Huntsville	15,800	231
Binghamton	15,784	232
Montgomery	15,772	233
Fresno	15,670	234
Santa Cruz	15,659	235
Pine Bluff	15,657	236
Huntington - Ashland	15,647	237
Pensacola	15,625	238
Columbus, Ga.	15,620	239
Biloxi - Gulfport	15,596	240
Brazoria	15,595	241
Williamsport	15,582	242
Aurora - Elgin	15,563	243
Riverside - San Bernardino	15,545	244
Battle Creek	15,537	245
El Paso	15,472	246
Bellingham	15,454	247
Augusta	15,437	248
Scranton - Wilkes-Barre	15,425	249
Erie	15,423	250
Spokane	15,419	251
Tulsa	15,387	252
Youngstown - Warren	15,325	253
Vallejo - Fairfield - Napa	15,319	254
Wheeling	15,311	255
Stockton	15,305	256
Clarksville - Hopkinsville	15,275	257
Waterloo - Cedar Falls	15,240	258
Utica - Rome	15,204	259
Lakeland - Winter Haven	15,193	260
Kenosha	15,188	261
Daytona Beach	15,175	262
Merced	15,110	263
Fort Collins - Loveland	15,089	264
Melbourne - Titusville - Palm Bay	15,009	265
Tacoma	14,940	266
Lincoln	14,935	267
Medford	14,932	268
Jackson, Mich.	14,891	269
Olympia	14,880	270
Appleton - Oshkosh - Neenah	14,848	271
Johnson City - Kingsport - Bristol	14,844	272
Columbia, Mo.	14,840	273
Pittsburgh	14,839	274
Cumberland	14,733	275
Boise	14,682	276
Kankakee	14,632	277
Killeen - Temple	14,614	278
Yuba City	14,589	279
Tuscaloosa	14,546	280
Racine	14,459	281
Chico	14,454	282
Lawrence, Kans.	14,368	283
Tucson	14,353	284
Lorain - Elyria	14,334	285
Wausau	14,225	286
Decatur, Ala.	14,148	287
Eugene - Springfield	14,080	288
Benton Harbor	14,064	289
York	14,047	290
Muskegon	14,022	291
Joliet	13,991	292
New York	13,978	293
Yakima	13,963	294
Las Cruces	13,914	295
Fort Smith	13,861	296
Birmingham	13,842	297
Jersey City	13,826	298
Iowa City	13,799	299
Anderson, S.C.	13,790	300
Pascagoula	13,762	301
Niagara Falls	13,659	302
Danville, Va.	13,607	303
Florence, Ala.	13,504	304
Hamilton - Middletown	13,182	305
Provo - Orem	12,916	306
Sheboygan	12,880	307
Pueblo	12,831	308
Steubenville - Weirton	12,804	309
Sharon	12,642	310
Salem, Ore.	12,586	311
Beaver County, Pa.	12,545	312
Bremerton	12,336	313
Greeley	11,554	314
Gadsden	11,475	315
Johnstown	11,456	316
Vancouver	11,060	317
Anniston	10,840	318
Average Above Areas	**18,066**	
U.S. Average	**17,005**	

Food Store Sales

Area	($000)	Rank
Los Angeles - Long Beach	10,818,796	1
New York	9,939,700	2
Chicago	7,120,592	3
Philadelphia	6,781,503	4
Washington	5,370,306	5
Boston - Lawrence - Salem - Lowell - Brockton	5,364,285	6
Detroit	5,328,318	7
Houston	4,952,623	8
Nassau - Suffolk	4,787,584	9
Atlanta	3,744,054	10
Dallas	3,614,483	11
St. Louis	3,177,910	12
Anaheim - Santa Ana	3,125,754	13
Minneapolis - St. Paul	3,028,422	14
Phoenix	2,969,710	15
San Diego	2,910,511	16
Baltimore	2,908,229	17
Tampa - St. Petersburg - Clearwater	2,903,609	18
Newark	2,852,198	19
Riverside - San Bernardino	2,793,680	20
Pittsburgh	2,763,585	21
Oakland	2,676,025	22
Seattle	2,642,904	23
San Francisco	2,624,701	24
Cleveland	2,499,025	25
Miami - Hialeah	2,465,252	26
Denver	2,459,901	27
New Orleans	2,227,024	28
Bergen - Passaic	2,216,056	29
Kansas City	1,993,117	30
Sacramento	1,961,511	31
Cincinnati	1,942,762	32
San Antonio	1,892,642	33
Fort Worth - Arlington	1,888,709	34
San Jose	1,880,007	35
Milwaukee	1,778,849	36
Fort Lauderdale - Hollywood - Pompano Beach	1,681,218	37
Hartford - New Britain - Middletown - Bristol	1,658,840	38
Middlesex - Somerset - Hunterdon	1,656,132	39
Charlotte - Gastonia - Rock Hill	1,644,269	40
Columbus, Ohio	1,643,700	41
Monmouth - Ocean	1,605,158	42
Buffalo	1,575,306	43
Norfolk - Virginia Beach - Newport News	1,552,370	44
Rochester, N.Y.	1,513,201	45
Bridgeport - Stamford - Norwalk - Danbury	1,466,158	46
Indianapolis	1,450,074	47
Oklahoma City	1,427,270	48
Portland, Ore.	1,400,076	49
Orlando	1,385,943	50
Total Top 50	**152,064,052**	
Albany - Schenectady - Troy	1,384,714	51
West Palm Beach - Boca Raton - Delray Beach	1,282,853	52
Richmond - Petersburg	1,272,681	53
Providence - Pawtucket - Woonsocket	1,263,963	54
Salt Lake City - Ogden	1,255,965	55
Louisville	1,212,631	56
Dayton - Springfield	1,197,521	57
Greensboro - Winston-Salem - High Point	1,192,413	58
New Haven - Waterbury - Meriden	1,181,361	59
Memphis	1,104,652	60
Nashville	1,096,166	61
New Bedford - Fall River - Attleboro	1,047,795	62
Syracuse	1,021,378	63
Austin	1,020,269	64
Harrisburg - Lebanon - Carlisle	1,002,991	65
Scranton - Wilkes-Barre	993,766	66
Las Vegas	985,388	67
Jacksonville, Fla.	984,181	68
Birmingham	976,245	69
Honolulu	949,271	70
Tulsa	948,633	71
Toledo	917,535	72
Springfield, Mass.	914,401	73
Knoxville	900,870	74
Allentown - Bethlehem	896,836	75
Greenville - Spartanburg	895,560	76
Akron	860,970	77
Raleigh - Durham	852,127	78
Baton Rouge	838,065	79
Oxnard - Ventura	820,933	80
Jersey City	812,310	81
Worcester - Fitchburg - Leominster	782,278	82
Tucson	778,848	83
Gary - Hammond	761,556	84
Omaha	756,817	85
Wilmington, Del.	710,214	86
Fresno	709,499	87
Bakersfield	708,339	88
Little Rock - North Little Rock	689,186	89
Charleston, S.C.	666,476	90
Grand Rapids	661,403	91
Albuquerque	642,379	92
Portsmouth - Dover - Rochester	628,042	93
Tacoma	626,590	94
Beaumont - Port Arthur	592,129	95
Chattanooga	591,879	96
Des Moines	589,245	97
Youngstown - Warren	588,354	98
Lancaster	580,351	99
Manchester - Nashua	579,510	100
Total Top 100	**196,791,611**	
Mobile	574,763	101
Santa Barbara - Santa Maria - Lompoc	574,366	102
Corpus Christi	561,828	103
Lakeland - Winter Haven	556,102	104
Lansing - East Lansing	539,839	105
Atlantic City	537,278	106
El Paso	533,099	107
Trenton	529,141	108
Santa Rosa - Petaluma	528,699	109
Portland, Me.	523,257	110
Columbia, S.C.	522,987	111
Wichita	522,364	112
Johnson City - Kingsport - Bristol	517,793	113
Canton	513,639	114
Stockton	510,288	115
Vallejo - Fairfield - Napa	506,145	116
Lake County, Ill.	505,192	117
Shreveport	487,356	118
Daytona Beach	483,739	119
Orange County, N.Y.	474,374	120
York	473,860	121
Augusta	468,840	122
Spokane	465,647	123
Flint	464,870	124
Modesto	463,704	125
Saginaw - Bay City - Midland	460,864	126
Reading	455,401	127
Colorado Springs	449,038	128
Fort Myers - Cape Coral	445,686	129
McAllen - Edinburg - Mission	445,395	130
Utica - Rome	443,823	131
Fort Wayne	435,490	132
Davenport - Rock Island - Moline	433,746	133
Melbourne - Titusville - Palm Bay	431,503	134
Anchorage	422,976	135
Poughkeepsie	420,127	136
Sarasota	418,691	137
Peoria	417,310	138
Madison	412,676	139
Reno	411,716	140
Pensacola	408,565	141
Jackson, Miss.	408,152	142
Lexington-Fayette	404,333	143
Macon - Warner Robins	399,640	144
Visalia - Tulare - Porterville	399,312	145
Aurora - Elgin	397,847	146
Huntington - Ashland	397,477	147
Boulder - Longmont	390,688	148
Galveston - Texas City	389,917	149
Charleston, W.Va.	382,580	150
Total Top 150	**220,114,934**	
Evansville	380,818	151
Binghamton	379,864	152
New London - Norwich	368,467	153
Brownsville - Harlingen	359,397	154
Rockford	352,321	155
Salinas - Seaside - Monterey	347,262	156
Roanoke	340,695	157
Fort Pierce	337,934	158
Erie	337,823	159
Joliet	334,475	160
Brazoria	325,662	161
Lubbock	325,608	162
Eugene - Springfield	324,766	163
Duluth	323,551	164
Lorain - Elyria	320,755	165
Lafayette, La.	316,449	166
Appleton - Oshkosh - Neenah	310,018	167
Gainesville	309,167	168
Niagara Falls	309,122	169
Savannah	307,420	170
South Bend - Mishawaka	305,048	171
Springfield, Mo.	304,460	172
Santa Cruz	303,894	173
Montgomery	303,007	174
Hamilton - Middletown	300,154	175
Fayetteville, N.C.	299,885	176
Hickory	295,171	177
Longview - Marshall	293,691	178
Amarillo	291,041	179
Lake Charles	289,075	180
Ann Arbor	288,502	181
Bradenton	285,120	182
Chico	283,178	183
Killeen - Temple	282,077	184
Odessa	276,920	185
Houma - Thibodaux	276,180	186
Johnstown	272,985	187
Pittsfield	271,147	188
Beaver County, Pa.	270,575	189
Asheville	269,711	190
Tallahassee	269,600	191
Boise	268,435	192
Waco	263,290	193
Ocala	261,484	194
Naples	256,946	195
Laredo	253,297	196
Salem, Ore.	247,541	197
Columbus, Ga.	244,251	198
Huntsville	241,572	199
Fort Collins - Loveland	240,775	200
Total Top 200	**235,135,522**	
Burlington, Vt.	237,964	201
Yakima	234,288	202
Midland, Tex.	234,022	203
Lincoln	233,252	204
Topeka	231,039	205
Provo - Orem	229,268	206
Olympia	226,900	207
Springfield, Ill.	226,618	208
Wheeling	226,297	209
Elkhart - Goshen	220,976	210
Vancouver	219,687	211
Biloxi - Gulfport	219,214	212
Lynchburg	218,507	213
Vineland - Millville - Bridgeton	217,536	214
Charlottesville	216,982	215
Bangor	216,657	216
Abilene	214,046	217
Racine	213,287	218
Cedar Rapids	212,865	219
Tyler	212,402	220
Redding	211,025	221
St. Cloud	200,952	222
Glens Falls	200,736	223
Richland - Kennewick - Pasco	200,240	224
Steubenville - Weirton	199,244	225
Bryan - College Station	197,643	226
Merced	197,066	227
Champaign - Urbana - Rantoul	196,835	228
Athens	196,358	229
Monroe	192,385	230
Kalamazoo	188,948	231
Fort Smith	187,039	232
Wichita Falls	186,673	233
Anderson, Ind.	184,467	234
Lima	184,221	235
Lewiston - Auburn	183,539	236
Alexandria, La.	183,390	237
Tuscaloosa	181,836	238
Billings	180,750	239
Bremerton	179,374	240
Fort Walton Beach	179,288	241
Wilmington, N.C.	179,207	242
Parkersburg - Marietta	178,630	243
Green Bay	178,573	244
Joplin	178,517	245
Burlington, N.C.	174,642	246
Altoona	173,086	247
Terre Haute	172,892	248
Janesville - Beloit	172,139	249
Texarkana	171,597	250
Total Top 250	**245,188,621**	
Muncie	171,378	251
San Angelo	171,366	252
Kenosha	170,811	253
Anderson, S.C.	165,456	254
Williamsport	162,744	255
Pueblo	161,376	256
Pascagoula	160,158	257
Bellingham	158,100	258
Sioux Falls	157,945	259
Battle Creek	157,576	260
Waterloo - Cedar Falls	155,763	261
Muskegon	155,012	262
Benton Harbor	153,555	263
Eau Claire	153,226	264
Fargo - Moorhead	152,222	265
Albany, Ga.	151,929	266
Decatur, Ill.	151,633	267
Sioux City	151,236	268
Florence, S.C.	150,825	269
Kokomo	150,141	270
Fayetteville - Springdale	147,498	271
Bloomington - Normal	146,762	272
Medford	146,691	273
Greeley	145,982	274
Yuba City	144,721	275
Santa Fe	144,589	276
Dothan	143,600	277
Lawton	143,117	278
Rochester, Minn.	141,559	279
Clarksville - Hopkinsville	141,553	280
Mansfield	140,115	281
St. Joseph	137,450	282
Victoria	132,898	283
State College	130,522	284
Panama City	129,252	285
Danville, Va.	127,485	286
Hagerstown	125,212	287
Sharon	124,449	288
Wausau	122,992	289
Florence, Ala.	120,687	290
Jackson, Mich.	119,853	291
Jacksonville, N.C.	119,374	292
Elmira	119,162	293
Columbia, Mo.	119,115	294
Cumberland	119,060	295
Sherman - Denison	118,224	296
Lafayette - West Lafayette	117,355	297
Owensboro	116,979	298
Kankakee	116,173	299
Pine Bluff	114,607	300
Rapid City	113,460	301
Las Cruces	112,315	302
Bloomington, Ind.	110,609	303
Casper	110,172	304
Gadsden	108,300	305
Dubuque	107,518	306
Sheboygan	107,234	307
Bismarck	104,830	308
La Crosse	100,944	309
Decatur, Ala.	100,556	310
Iowa City	98,445	311
Jackson, Tenn.	97,771	312
Anniston	96,436	313
Cheyenne	95,530	314
Enid	86,010	315
Lawrence, Kans.	81,529	316
Great Falls	81,477	317
Grand Forks	62,202	318
Total Above Areas	**254,043,447**	
Percent of U.S.	**78.9116**	
U.S. Total	**321,934,228**	

Eating and Drinking Place Sales

Area	($000)	Rank
Los Angeles - Long Beach	6,351,730	1
New York	6,030,309	2
Chicago	4,199,587	3
Boston - Lawrence - Salem - Lowell - Brockton	3,806,717	4
Washington	2,937,968	5
Philadelphia	2,884,739	6
Detroit	2,767,014	7
Houston	2,327,423	8
San Francisco	2,248,358	9
Atlanta	2,234,563	10
Anaheim - Santa Ana	2,141,980	11
Dallas	1,877,601	12
San Diego	1,773,375	13
Minneapolis - St. Paul	1,761,333	14
St. Louis	1,629,229	15
Nassau - Suffolk	1,591,941	16
Seattle	1,570,527	17
Baltimore	1,464,496	18
Oakland	1,404,994	19
Tampa - St. Petersburg - Clearwater	1,339,987	20
Denver	1,338,883	21
Miami - Hialeah	1,335,132	22
Phoenix	1,317,464	23
Cleveland	1,298,222	24
Riverside - San Bernardino	1,236,165	25
San Jose	1,207,482	26
Pittsburgh	1,179,129	27
Fort Lauderdale - Hollywood - Pompano Beach	1,120,678	28
Honolulu	1,065,577	29
Kansas City	1,056,645	30
Newark	1,039,181	31
Cincinnati	1,038,668	32
Sacramento	986,534	33
New Orleans	979,594	34
Columbus, Ohio	942,466	35
Milwaukee	931,317	36
Bergen - Passaic	920,082	37
Hartford - New Britain - Middletown - Bristol	904,868	38
Portland, Ore.	900,542	39
Indianapolis	861,672	40
Norfolk - Virginia Beach - Newport News	823,954	41
Fort Worth - Arlington	821,459	42
Orlando	805,251	43
San Antonio	782,746	44
Oklahoma City	777,823	45
Bridgeport - Stamford - Norwalk - Danbury	767,466	46
West Palm Beach - Boca Raton - Delray Beach	664,612	47
Louisville	658,856	48
Charlotte - Gastonia - Rock Hill	621,562	49
Providence - Pawtucket - Woonsocket	604,645	50
Total Top 50	**81,332,546**	
Greensboro - Winston-Salem - High Point	604,508	51
New Haven - Waterbury - Meriden	594,217	52
Dayton - Springfield	587,701	53
Rochester, N.Y.	584,803	54
Monmouth - Ocean	581,886	55
Buffalo	572,568	56
Nashville	559,861	57
Middlesex - Somerset - Hunterdon	559,579	58
Austin	554,830	59
Jacksonville, Fla.	538,566	60
Memphis	532,009	61
Richmond - Petersburg	502,803	62
Toledo	483,905	63
Knoxville	472,545	64
Las Vegas	470,554	65
Omaha	445,832	66
Tulsa	439,628	67
Worcester - Fitchburg - Leominster	438,342	68
Salt Lake City - Ogden	437,369	69
Springfield, Mass.	428,032	70
Akron	424,815	71
Raleigh - Durham	424,015	72
Albany - Schenectady - Troy	422,372	73
Birmingham	403,630	74
Grand Rapids	401,821	75
Gary - Hammond	396,200	76
Tucson	388,373	77
Scranton - Wilkes-Barre	366,133	78
Allentown - Bethlehem	359,745	79
Syracuse	359,745	79
Harrisburg - Lebanon - Carlisle	356,669	81
Albuquerque	345,558	82
Greenville - Spartanburg	343,404	83
Atlantic City	340,947	84
New Bedford - Fall River - Attleboro	329,969	85
Santa Barbara - Santa Maria - Lompoc	325,118	86
Anchorage	319,467	87
Tacoma	318,414	88
Bakersfield	314,392	89
Charleston, S.C.	311,542	90
Fresno	307,870	91
Madison	306,499	92
Oxnard - Ventura	305,419	93
Wilmington, Del.	297,088	94
Flint	294,917	95
Lexington-Fayette	281,405	96
Baton Rouge	276,339	97
Youngstown - Warren	275,473	98
El Paso	275,417	99
Wichita	274,831	100
Total Top 100	**101,869,671**	
Lansing - East Lansing	273,201	101
Des Moines	272,517	102
Vallejo - Fairfield - Napa	270,994	103
Columbia, S.C.	267,312	104
Little Rock - North Little Rock	265,501	105
Saginaw - Bay City - Midland	258,667	106
Portland, Me.	255,876	107
Stockton	255,395	108
Lake County, Ill.	253,201	109
Manchester - Nashua	251,609	110
Portsmouth - Dover - Rochester	247,743	111
Davenport - Rock Island - Moline	245,722	112
Daytona Beach	241,891	113
Mobile	239,539	114
Santa Rosa - Petaluma	238,995	115
Colorado Springs	237,394	116
Salinas - Seaside - Monterey	234,634	117
Canton	234,083	118
Fort Wayne	231,787	119
Corpus Christi	228,825	120
Chattanooga	223,645	121
Spokane	220,652	122
Sarasota	219,241	123
Lancaster	212,922	124
Jersey City	212,019	125
Melbourne - Titusville - Palm Bay	209,753	126
Ann Arbor	201,850	127
Trenton	200,621	128
Beaumont - Port Arthur	199,321	129
Reading	199,185	130
New London - Norwich	194,262	131
Boulder - Longmont	192,442	132
Fort Myers - Cape Coral	191,913	133
Pensacola	191,839	134
Lakeland - Winter Haven	186,582	135
Peoria	186,358	136
Savannah	186,007	137
Aurora - Elgin	185,695	138
Evansville	185,241	139
Reno	183,743	140
Johnson City - Kingsport - Bristol	183,427	141
Shreveport	179,656	142
Augusta	179,002	143
York	177,019	144
Appleton - Oshkosh - Neenah	174,732	145
Modesto	170,483	146
Lafayette, La.	167,809	147
Jackson, Miss.	167,105	148
Rockford	164,231	149
South Bend - Mishawaka	162,490	150
Total Top 150	**112,583,802**	
Santa Cruz	161,783	151
Huntington - Ashland	160,713	152
Duluth	159,102	153
Kalamazoo	157,709	154
Eugene - Springfield	156,593	155
Galveston - Texas City	154,713	156
Erie	150,448	157
Joliet	149,218	158
Lincoln	147,939	159
Macon - Warner Robins	147,841	160
Houma - Thibodaux	146,823	161
Roanoke	145,076	162
Tallahassee	142,659	163
Springfield, Mo.	142,478	164
Fayetteville, N.C.	140,694	165
Visalia - Tulare - Porterville	139,983	166
Boise	139,489	167
Montgomery	139,252	168
Bradenton	138,846	169
Odessa	138,348	170
McAllen - Edinburg - Mission	138,207	171
Hamilton - Middletown	137,969	172
Lubbock	137,553	173
Utica - Rome	137,353	174
Gainesville	136,041	175
Amarillo	135,865	176
Biloxi - Gulfport	132,212	177
Salem, Ore.	132,140	178
Brownsville - Harlingen	131,614	179
Green Bay	130,669	180
Charleston, W.Va.	129,655	181
Huntsville	127,329	182
Springfield, Ill.	127,266	183
Champaign - Urbana - Rantoul	126,697	184
Binghamton	125,585	185
Asheville	121,399	186
Columbus, Ga.	120,335	187
Lorain - Elyria	119,321	188
Naples	117,129	189
Poughkeepsie	116,663	190
Burlington, Vt.	115,014	191
Topeka	113,705	192
Hickory	113,257	193
Killeen - Temple	112,101	194
Panama City	110,568	195
Longview - Marshall	108,870	196
Vancouver	108,483	197
Fort Walton Beach	107,788	198
Chico	106,089	199
Orange County, N.Y.	104,092	200
Total Top 200	**119,225,478**	
Fort Pierce	103,803	201
Waco	102,183	202
Fargo - Moorhead	102,110	203
Niagara Falls	101,564	204
Cedar Rapids	100,674	205
Fort Collins - Loveland	100,441	206
Lima	99,206	207
Bryan - College Station	98,570	208
Pittsfield	98,291	209
Racine	95,381	210
Wichita Falls	94,123	211
Yakima	92,954	212
Wilmington, N.C.	92,496	213
Athens	92,337	214
Terre Haute	91,446	215
Muncie	90,107	216
Bremerton	89,888	217
Billings	89,067	218
St. Cloud	88,820	219
Eau Claire	88,575	220
Kenosha	87,457	221
Janesville - Beloit	87,144	222
Sioux Falls	86,852	223
Abilene	86,384	224
Bangor	86,307	225
Midland, Tex.	86,156	226
Olympia	86,116	227
Lynchburg	85,934	228
Elkhart - Goshen	85,670	229
Benton Harbor	84,972	230
Wheeling	84,322	231
Ocala	84,189	232
Bloomington - Normal	84,095	233
Waterloo - Cedar Falls	82,996	234
Muskegon	82,731	235
Fort Smith	81,395	236
Parkersburg - Marietta	81,270	237
Bellingham	81,131	238
Lafayette - West Lafayette	80,948	239
Charlottesville	80,628	240
Merced	78,783	241
Burlington, N.C.	77,276	242
Santa Fe	75,858	243
Battle Creek	75,701	244
Lake Charles	75,511	245
San Angelo	74,724	246
Kokomo	74,662	247
Richland - Kennewick - Pasco	74,049	248
Brazoria	73,326	249
Monroe	72,128	250
Total Top 250	**123,576,229**	
Tyler	71,401	251
Joplin	71,229	252
Redding	70,736	253
Medford	70,434	254
Clarksville - Hopkinsville	69,538	255
Anderson, Ind.	69,465	256
Owensboro	69,087	257
Laredo	67,873	258
Albany, Ga.	67,838	259
Johnstown	67,531	260
Sioux City	65,828	261
Rochester, Minn.	65,696	262
Mansfield	64,817	263
Dothan	64,741	264
State College	64,509	265
Bloomington, Ind.	64,499	266
Steubenville - Weirton	64,297	267
Tuscaloosa	63,931	268
Lawton	63,507	269
Cheyenne	63,468	270
Glens Falls	63,261	271
Pueblo	62,954	272
Decatur, Ill.	62,589	273
Rapid City	62,057	274
La Crosse	61,704	275
Texarkana	61,540	276
Fayetteville - Springdale	60,635	277
Jackson, Mich.	60,361	278
Columbia, Mo.	60,316	279
Yuba City	60,048	280
Anderson, S.C.	59,602	281
Kankakee	59,582	282
Beaver County, Pa.	59,544	283
Las Cruces	57,580	284
Jacksonville, N.C.	56,989	285
Iowa City	56,937	286
Florence, Ala.	56,830	287
Provo - Orem	55,617	288
St. Joseph	55,156	289
Greeley	54,907	290
Bismarck	54,736	291
Alexandria, La.	53,724	292
Lewiston - Auburn	52,542	293
Florence, S.C.	52,239	294
Pascagoula	51,163	295
Dubuque	51,068	296
Sheboygan	50,711	297
Altoona	50,632	298
Williamsport	50,104	299
Sherman - Denison	49,951	300
Lawrence, Kans.	49,909	301
Danville, Va.	49,895	302
Cumberland	49,865	303
Sharon	48,777	304
Casper	48,057	305
Elmira	47,903	306
Great Falls	46,586	307
Vineland - Millville - Bridgeton	46,237	308
Jackson, Tenn.	44,596	309
Wausau	43,856	310
Victoria	43,620	311
Hagerstown	39,582	312
Gadsden	39,456	313
Decatur, Ala.	37,178	314
Enid	37,056	315
Grand Forks	33,447	316
Anniston	33,431	317
Pine Bluff	30,959	318
Total Above Areas	**127,392,143**	
Percent of U.S.	**84.6148**	
U.S. Total	**150,555,275**	

General Merchandise Store Sales

Area	($000)	Rank
Los Angeles - Long Beach	5,783,581	1
New York	5,353,368	2
Chicago	4,912,243	3
Philadelphia	3,841,902	4
Detroit	3,463,839	5
Washington	3,363,173	6
Boston - Lawrence - Salem - Lowell - Brockton	3,291,932	7
Minneapolis - St. Paul	2,895,625	8
Atlanta	2,657,551	9
Houston	2,626,784	10
St. Louis	2,391,328	11
Nassau - Suffolk	2,273,551	12
Dallas	2,129,936	13
Anaheim - Santa Ana	1,908,454	14
Cleveland	1,847,966	15
Tampa - St. Petersburg - Clearwater	1,760,542	16
San Diego	1,708,468	17
Baltimore	1,688,001	18
Pittsburgh	1,617,232	19
Kansas City	1,609,405	20
Miami - Hialeah	1,593,573	21
Oakland	1,587,233	22
Denver	1,539,542	23
San Francisco	1,517,897	24
Portland, Ore.	1,503,249	25
Cincinnati	1,485,433	26
Riverside - San Bernardino	1,416,177	27
Phoenix	1,412,411	28
Seattle	1,406,424	29
San Jose	1,341,034	30
Columbus, Ohio	1,275,548	31
Bergen - Passaic	1,212,436	32
Milwaukee	1,129,076	33
Fort Worth - Arlington	1,078,571	34
Norfolk - Virginia Beach - Newport News	1,070,002	35
Indianapolis	1,062,678	36
Fort Lauderdale - Hollywood - Pompano Beach	1,037,245	37
Newark	1,019,841	38
New Orleans	985,546	39
Sacramento	965,809	40
Bridgeport - Stamford - Norwalk - Danbury	951,636	41
Hartford - New Britain - Middletown - Bristol	936,919	42
Memphis	935,654	43
Nashville	884,600	44
Louisville	884,057	45
Middlesex - Somerset - Hunterdon	859,147	46
Dayton - Springfield	854,147	47
Toledo	841,574	48
Orlando	838,668	49
Charlotte - Gastonia - Rock Hill	830,810	50
Total Top 50	**91,581,818**	
Oklahoma City	826,357	51
Richmond - Petersburg	822,896	52
San Antonio	789,981	53
West Palm Beach - Boca Raton - Delray Beach	773,217	54
Salt Lake City - Ogden	765,914	55
Honolulu	725,326	56
Providence - Pawtucket - Woonsocket	725,204	57
Greensboro - Winston-Salem - High Point	722,016	58
New Haven - Waterbury - Meriden	717,776	59
Monmouth - Ocean	664,534	60
Grand Rapids	624,161	61
Rochester, N.Y.	618,360	62
Buffalo	610,007	63
Flint	607,854	64
Knoxville	583,296	65
Raleigh - Durham	576,460	66
Jacksonville, Fla.	573,785	67
Scranton - Wilkes-Barre	566,616	68
Birmingham	554,354	69
Las Vegas	553,341	70
Omaha	539,234	71
Albany - Schenectady - Troy	537,581	72
Manchester - Nashua	533,980	73
Austin	528,786	74
Springfield, Mass.	525,621	75
Tulsa	520,770	76
Wilmington, Del.	514,661	77
Worcester - Fitchburg - Leominster	503,071	78
Tucson	502,631	79
Saginaw - Bay City - Midland	494,243	80
Harrisburg - Lebanon - Carlisle	487,117	81
Allentown - Bethlehem	486,017	82
Youngstown - Warren	462,799	83
Akron	461,264	84
Greenville - Spartanburg	459,049	85
Gary - Hammond	451,938	86
Oxnard - Ventura	451,293	87
Little Rock - North Little Rock	436,793	88
Baton Rouge	436,220	89
Des Moines	426,611	90
Wichita	425,578	91
Lansing - East Lansing	416,863	92
El Paso	411,241	93
Syracuse	387,262	94
Chattanooga	378,350	95
Huntington - Ashland	377,132	96
Albuquerque	370,593	97
Mobile	369,019	98
Lexington-Fayette	368,516	99
Fresno	368,416	100
Total Top 100	**118,615,922**	
Columbia, S.C.	364,782	101
Johnson City - Kingsport - Bristol	355,120	102
Jackson, Miss.	352,093	103
Reno	347,161	104
New Bedford - Fall River - Attleboro	346,097	105
Colorado Springs	344,697	106
Tacoma	343,953	107
Davenport - Rock Island - Moline	342,320	108
Anchorage	341,414	109
Pensacola	332,464	110
Madison	327,713	111
Melbourne - Titusville - Palm Bay	325,353	112
Trenton	322,985	113
Charleston, S.C.	320,923	114
Beaumont - Port Arthur	309,176	115
Canton	299,506	116
Fort Wayne	299,242	117
Augusta	292,984	118
Ann Arbor	288,943	119
Reading	287,046	120
Kalamazoo	286,005	121
Lake County, Ill.	279,467	122
Evansville	278,297	123
Springfield, Mo.	277,561	124
Peoria	272,172	125
Appleton - Oshkosh - Neenah	267,637	126
Portland, Me.	265,869	127
Lakeland - Winter Haven	264,719	128
Green Bay	260,905	129
Lancaster	259,760	130
Shreveport	259,499	131
Corpus Christi	258,658	132
York	257,193	133
Spokane	254,907	134
Rockford	254,502	135
Stockton	251,830	136
McAllen - Edinburg - Mission	250,422	137
Roanoke	247,370	138
Bakersfield	247,225	139
Sarasota	245,309	140
Daytona Beach	242,885	141
Santa Barbara - Santa Maria - Lompoc	240,602	142
Fort Myers - Cape Coral	240,099	143
Montgomery	239,853	144
Macon - Warner Robins	238,985	145
Lafayette, La.	238,790	146
Tallahassee	236,834	147
Fayetteville, N.C.	236,564	148
Santa Rosa - Petaluma	236,301	149
Aurora - Elgin	233,419	150
Total Top 150	**132,783,733**	
Modesto	231,519	151
South Bend - Mishawaka	230,827	152
Duluth	229,951	153
Portsmouth - Dover - Rochester	229,024	154
Cedar Rapids	227,045	155
Charleston, W.Va.	226,492	156
Orange County, N.Y.	226,384	157
Atlantic City	224,527	158
Visalia - Tulare - Porterville	213,440	159
Salem, Ore.	207,366	160
Savannah	206,836	161
Salinas - Seaside - Monterey	205,957	162
Eugene - Springfield	201,505	163
Wheeling	193,169	164
Vallejo - Fairfield - Napa	193,023	165
Erie	189,116	166
Huntsville	187,436	167
Springfield, Ill.	184,849	168
Killeen - Temple	184,581	169
Biloxi - Gulfport	183,849	170
Lubbock	183,691	171
Midland, Tex.	182,804	172
Odessa	182,298	173
Lorain - Elyria	181,776	174
Waco	178,229	175
Lincoln	177,941	176
Laredo	177,581	177
Lynchburg	176,139	178
Boulder - Longmont	173,694	179
Columbus, Ga.	173,572	180
Utica - Rome	172,735	181
Brownsville - Harlingen	172,476	182
Binghamton	172,438	183
Vancouver	171,375	184
Gainesville	170,564	185
Lima	169,865	186
Champaign - Urbana - Rantoul	169,487	187
Poughkeepsie	168,943	188
Asheville	168,144	189
Tyler	168,080	190
Longview - Marshall	167,274	191
Joliet	165,460	192
Jackson, Mich.	163,401	193
Beaver County, Pa.	159,995	194
Mansfield	159,837	195
Topeka	159,521	196
Muskegon	154,904	197
Abilene	154,719	198
Jersey City	153,119	199
New London - Norwich	152,813	200
Total Top 200	**142,045,704**	
Amarillo	152,618	201
Parkersburg - Marietta	152,244	202
Bradenton	151,804	203
Fargo - Moorhead	151,400	204
Wichita Falls	151,130	205
Ocala	150,749	206
Charlottesville	150,217	207
Billings	149,309	208
Janesville - Beloit	148,998	209
Fort Walton Beach	148,001	210
Hamilton - Middletown	147,611	211
Wilmington, N.C.	146,801	212
Sioux Falls	144,104	213
Fort Collins - Loveland	143,376	214
Athens	142,773	215
Rochester, Minn.	142,389	216
Jackson, Tenn.	141,925	217
Medford	140,205	218
Benton Harbor	139,449	219
St. Cloud	139,414	220
Terre Haute	136,593	221
Joplin	136,485	222
Niagara Falls	136,031	223
Fort Pierce	135,212	224
Battle Creek	132,826	225
Racine	132,475	226
Fayetteville - Springdale	132,392	227
Fort Smith	131,766	228
Waterloo - Cedar Falls	129,491	229
Johnstown	128,425	230
Hickory	128,219	231
Galveston - Texas City	127,414	232
Houma - Thibodaux	125,492	233
Bryan - College Station	124,877	234
Bangor	122,001	235
Clarksville - Hopkinsville	121,359	236
Eau Claire	120,611	237
Grand Forks	120,611	237
Olympia	119,944	239
Provo - Orem	119,282	240
Decatur, Ill.	119,083	241
Bloomington - Normal	118,940	242
Dothan	118,814	243
Sioux City	118,352	244
Florence, Ala.	116,739	245
Albany, Ga.	116,590	246
Texarkana	115,828	247
Lake Charles	114,005	248
Panama City	113,731	249
Richland - Kennewick - Pasco	112,849	250
Total Top 250	**148,706,658**	
Lafayette - West Lafayette	112,653	251
Bismarck	112,462	252
Elmira	112,231	253
Alexandria, La.	111,475	254
Tuscaloosa	110,857	255
La Crosse	110,821	256
Lawton	110,375	257
Pueblo	110,298	258
Altoona	110,172	259
St. Joseph	109,936	260
Rapid City	109,058	261
San Angelo	108,981	262
Burlington, Vt.	107,879	263
Pittsfield	107,839	264
Yakima	107,099	265
Brazoria	105,487	266
Pascagoula	105,455	267
Monroe	103,801	268
Cumberland	103,432	269
Merced	103,370	270
Boise	103,041	271
Anderson, Ind.	102,812	272
Florence, S.C.	101,572	273
Muncie	100,512	274
Dubuque	100,488	275
Wausau	100,313	276
Yuba City	97,747	277
Chico	97,667	278
Santa Cruz	96,110	279
Owensboro	95,370	280
Sharon	93,479	281
Kenosha	93,382	282
Jacksonville, N.C.	93,209	283
Elkhart - Goshen	93,044	284
Steubenville - Weirton	91,824	285
Anderson, S.C.	91,146	286
Kokomo	90,695	287
Columbia, Mo.	90,661	288
Williamsport	90,511	289
Naples	89,930	290
Burlington, N.C.	88,856	291
Cheyenne	84,934	292
Sherman - Denison	84,713	293
Sheboygan	84,378	294
Bloomington, Ind.	82,509	295
Hagerstown	82,379	296
Redding	81,703	297
Las Cruces	81,642	298
Victoria	81,443	299
Lewiston - Auburn	80,557	300
Great Falls	79,532	301
Vineland - Millville - Bridgeton	77,973	302
Bremerton	75,629	303
Bellingham	74,735	304
Glens Falls	73,875	305
Greeley	73,266	306
Decatur, Ala.	71,071	307
Pine Bluff	69,303	308
Anniston	67,807	309
Iowa City	66,183	310
Gadsden	63,574	311
State College	63,217	312
Casper	62,942	313
Kankakee	61,281	314
Santa Fe	59,784	315
Danville, Va.	49,682	316
Enid	34,226	317
Lawrence, Kans.	29,409	318
Total Above Areas	**154,780,455**	
Percent of U.S.	**85.7181**	
U.S. Total	**180,569,113**	

Furniture/Home Furnishing/Appliance Store Sales

Area	($000)	Rank
Los Angeles-Long Beach	4,255,716	1
New York	3,621,330	2
Chicago	2,493,073	3
Washington	2,010,220	4
Philadelphia	1,791,985	5
Detroit	1,675,624	6
Nassau-Suffolk	1,523,686	7
Boston-Lawrence-Salem-Lowell-Brockton	1,499,173	8
Houston	1,185,093	9
Atlanta	1,098,416	10
San Diego	958,405	11
Dallas	933,073	12
San Francisco	925,758	13
Newark	900,876	14
Tampa-St. Petersburg-Clearwater	874,143	15
Bergen-Passaic	851,148	16
Oakland	831,056	17
Anaheim-Santa Ana	815,292	18
San Jose	809,440	19
Phoenix	796,642	20
Denver	786,097	21
Miami-Hialeah	779,572	22
Fort Lauderdale-Hollywood-Pompano Beach	773,254	23
Baltimore	755,547	24
St. Louis	739,732	25
Minneapolis-St. Paul	738,118	26
Pittsburgh	717,539	27
Seattle	673,442	28
Cleveland	647,813	29
Middlesex-Somerset-Hunterdon	646,542	30
Riverside-San Bernardino	628,404	31
Norfolk-Virginia Beach-Newport News	601,380	32
Sacramento	597,665	33
West Palm Beach-Boca Raton-Delray Beach	535,034	34
New Orleans	514,174	35
Milwaukee	478,381	36
Oklahoma City	477,859	37
Columbus, Ohio	462,540	38
Bridgeport-Stamford-Norwalk-Danbury	458,129	39
Kansas City	443,856	40
Cincinnati	441,873	41
Hartford-New Britain-Middletown-Bristol	437,378	42
Indianapolis	433,746	43
Memphis	426,448	44
Charlotte-Gastonia-Rock Hill	419,288	45
Portland, Ore.	409,053	46
Fort Worth-Arlington	399,337	47
Greensboro-Winston Salem-High Point	393,292	48
Salt Lake City-Ogden	384,223	49
San Antonio	379,479	50
Total Top 50	**46,429,346**	
Louisville	353,426	51
Monmouth-Ocean	351,763	52
Rochester, N.Y.	338,722	53
Nashville	331,412	54
Madison	326,493	55
Orlando	321,637	56
Grand Rapids	313,012	57
New Haven-Waterbury-Meriden	306,825	58
Albany-Schenectady-Troy	303,287	59
Omaha	301,375	60
Richmond-Petersburg	291,459	61
Dayton-Springfield	290,887	62
Buffalo	290,663	63
Jacksonville, Fla.	284,026	64
Austin	283,166	65
Tulsa	280,780	66
Las Vegas	268,433	67
Raleigh-Durham	268,253	68
Toledo	266,739	69
Providence-Pawtucket-Woonsocket	264,884	70
Birmingham	256,875	71
Knoxville	246,031	72
Greenville-Spartanburg	235,638	73
Tucson	235,636	74
Wilmington, Del.	213,703	75
Allentown-Bethlehem	212,031	76
Syracuse	210,733	77
Harrisburg-Lebanon-Carlisle	206,931	78
Sarasota	204,157	79
Baton Rouge	201,797	80
Scranton-Wilkes-Barre	200,123	81
Lancaster	190,751	82
Manchester-Nashua	189,706	83
Oxnard-Ventura	186,840	84
Springfield, Mass.	183,551	85
Albuquerque	181,044	86
Fresno	180,206	87
Gary-Hammond	178,645	88
Santa Barbara-Santa Maria-Lompoc	176,563	89
Fort Myers-Cape Coral	176,505	90
Akron	173,384	91
Lansing-East Lansing	172,526	92
Chattanooga	169,496	93
Lake County, Ill.	167,648	94
Charleston, S.C.	166,343	95
Worcester-Fitchburg-Leominster	164,835	96
Jersey City	163,961	97
Little Rock-North Little Rock	163,176	98
Tacoma	160,044	99
Mobile	159,566	100
Total Top 100	**58,194,533**	
Saginaw-Bay City-Midland	159,045	101
El Paso	156,711	102
New Bedford-Fall River-Attleboro	154,668	103
Des Moines	149,977	104
Honolulu	148,764	105
South Bend-Mishawaka	147,679	106
Bakersfield	146,251	107
Lexington-Fayette	143,002	108
Youngstown-Warren	142,421	109
Santa Rosa-Petaluma	141,601	110
Trenton	141,314	111
Fort Wayne	140,713	112
Modesto	138,804	113
Flint	138,537	114
Stockton	137,259	115
Reading	136,508	116
Daytona Beach	136,076	117
Columbia, S.C.	135,577	118
Wichita	134,781	119
Fayetteville, N.C.	133,950	120
Spokane	133,007	121
Corpus Christi	130,616	122
Ann Arbor	129,989	123
Kalamazoo	129,615	124
Augusta	127,202	125
Jackson, Miss.	125,176	126
Colorado Springs	124,796	127
Vallejo-Fairfield-Napa	124,173	128
Beaumont-Port Arthur	122,812	129
Salinas-Seaside-Monterey	122,102	130
Portsmouth-Dover-Rochester	118,183	131
Canton	118,114	132
Naples	117,712	133
Shreveport	116,869	134
Johnson City-Kingsport-Bristol	116,861	135
Anchorage	116,533	136
Peoria	115,610	137
Boulder-Longmont	114,332	138
Atlantic City	113,683	139
Laredo	113,589	140
York	112,900	141
Melbourne-Titusville-Palm Bay	109,730	142
Pensacola	109,274	143
Evansville	108,972	144
Fort Pierce	105,842	145
Roanoke	105,652	146
McAllen-Edinburg-Mission	104,980	147
Rockford	103,406	148
Erie	102,531	149
Columbus, Ga.	101,908	150
Total Top 150	**64,554,340**	
Appleton-Oshkosh-Neenah	101,865	151
Huntsville	101,569	152
Macon-Warner Robins	100,093	153
New London-Norwich	97,460	154
Davenport-Rock Island-Moline	97,358	155
Tallahassee	95,007	156
Orange County, N.Y.	92,812	157
Huntington-Ashland	90,441	158
Savannah	88,501	159
Odessa	86,295	160
Lubbock	86,107	161
Utica-Rome	84,929	162
Reno	82,965	163
Brownsville-Harlingen	81,359	164
Lakeland-Winter Haven	79,946	165
Bradenton	79,684	166
Amarillo	79,177	167
Lafayette, La.	78,706	168
Santa Cruz	78,338	169
Visalia-Tulare-Porterville	78,328	170
Aurora-Elgin	77,473	171
Binghamton	77,096	172
Green Bay	77,093	173
Eugene-Springfield	76,710	174
Springfield, Ill.	75,333	175
Springfield, Mo.	73,283	176
Charlottesville	72,978	177
Longview-Marshall	72,807	178
Charleston, W.Va.	72,182	179
Portland, Me.	71,694	180
Fort Walton Beach	71,489	181
Ocala	71,248	182
Poughkeepsie	70,183	183
Hickory	68,644	184
Asheville	66,375	185
Montgomery	65,051	186
Midland, Tex.	64,268	187
Burlington, Vt.	62,580	188
Duluth	62,507	189
Billings	61,581	190
Boise	60,661	191
Salem, Ore.	60,619	192
Gainesville	60,412	193
Champaign-Urbana-Rantoul	58,552	194
Johnstown	58,330	195
Lorain-Elyria	58,305	196
Burlington, N.C.	58,190	197
Wheeling	58,144	198
Killeen-Temple	58,093	199
Hamilton-Middletown	57,153	200
Total Top 200	**68,314,414**	
Fort Collins-Loveland	57,145	201
Wichita Falls	56,232	202
Lincoln	56,026	203
Joliet	54,702	204
Lynchburg	54,627	205
San Angelo	54,018	206
Muncie	53,693	207
Lake Charles	53,314	208
Altoona	52,671	209
La Crosse	51,101	210
Biloxi-Gulfport	50,487	211
Abilene	50,197	212
Houma-Thibodaux	49,717	213
Olympia	49,393	214
Beaver County, Pa.	49,044	215
Monroe	48,540	216
Chico	48,397	217
Waco	48,378	218
Sioux Falls	48,299	219
Racine	47,144	220
Cedar Rapids	46,518	221
Bellingham	46,100	222
Eau Claire	45,995	223
Parkersburg-Marietta	45,890	224
Lima	45,569	225
Bloomington-Normal	45,457	226
Fargo-Moorhead	45,292	227
Jacksonville, N.C.	45,230	228
Fort Smith	45,154	229
Decatur, Ill.	45,121	230
Dothan	45,028	231
Albany, Ga.	44,871	232
Panama City	44,655	233
Provo-Orem	44,543	234
Vancouver	43,451	235
Tyler	42,787	236
Anderson, S.C.	42,615	237
St. Cloud	42,475	238
Wilmington, N.C.	42,080	239
Terre Haute	41,984	240
Great Falls	41,405	241
State College	40,613	242
Bremerton	40,573	243
Topeka	40,498	244
Muskegon	39,476	245
Athens	39,270	246
Williamsport	38,894	247
Niagara Falls	38,798	248
Waterloo-Cedar Falls	38,704	249
Galveston-Texas City	38,430	250
Total Top 250	**70,635,015**	
Anderson, Ind.	37,998	251
Texarkana	37,718	252
Alexandria, La.	36,619	253
Rochester, Minn.	36,612	254
Pueblo	36,332	255
Brazoria	36,109	256
Yakima	36,054	257
Janesville-Beloit	35,952	258
Bangor	35,893	259
Jackson, Mich.	35,818	260
Santa Fe	35,280	261
Hagerstown	34,894	262
Florence, S.C.	34,853	263
Clarksville-Hopkinsville	34,840	264
Medford	34,585	265
Steubenville-Weirton	34,524	266
Pittsfield	34,457	267
Richland-Kennewick-Pasco	34,339	268
Redding	34,254	269
Mansfield	34,135	270
Yuba City	34,057	271
Vineland-Millville-Bridgeton	34,012	272
Sioux City	33,703	273
Rapid City	33,408	274
Lafayette-West Lafayette	33,231	275
Sharon	32,350	276
Cheyenne	31,938	277
Florence, Ala.	31,599	278
Casper	31,140	279
Owensboro	30,985	280
Decatur, Ala.	30,497	281
Dubuque	30,331	282
Kokomo	30,203	283
Kenosha	29,671	284
Tuscaloosa	29,594	285
Bloomington, Ind.	29,465	286
Bryan-College Station	29,141	287
Joplin	28,769	288
Lawton	28,757	289
Kankakee	28,486	290
Grand Forks	28,377	291
Jackson, Tenn.	28,329	292
Battle Creek	27,480	293
Cumberland	27,274	294
Greeley	26,838	295
Elkhart-Goshen	26,718	296
Bismarck	26,564	297
Victoria	26,509	298
Iowa City	26,232	299
Anniston	26,131	300
Fayetteville-Springdale	26,018	301
Benton Harbor	25,774	302
Las Cruces	25,660	303
Enid	25,457	304
Sherman-Denison	25,363	305
Wausau	25,358	306
Merced	24,436	307
Gadsden	24,415	308
Danville, Va.	23,517	309
St. Joseph	21,737	310
Pine Bluff	21,613	311
Columbia, Mo.	21,557	312
Elmira	20,781	313
Sheboygan	20,138	314
Pascagoula	20,064	315
Glens Falls	19,175	316
Lawrence, Kans.	17,073	317
Lewiston-Auburn	16,335	318
Total Above Areas	**72,642,541**	
Percent of U.S.	**86.4563**	
U.S. Total	**84,022,231**	

Automotive Dealer Sales

Area	($000)	Rank
Los Angeles-Long Beach	12,259,894	1
Chicago	7,993,034	2
Philadelphia	7,584,052	3
Detroit	7,034,987	4
Washington	6,773,904	5
Boston-Lawrence-Salem-Lowell-Brockton	6,657,742	6
New York	6,354,498	7
Houston	5,221,113	8
Atlanta	4,905,149	9
Nassau-Suffolk	4,378,001	10
Dallas	4,068,560	11
Minneapolis-St. Paul	4,004,804	12
Anaheim-Santa Ana	3,983,184	13
St. Louis	3,879,875	14
Miami-Hialeah	3,842,765	15
San Diego	3,527,420	16
Baltimore	3,368,543	17
Tampa-St. Petersburg-Clearwater	3,132,782	18
Oakland	2,973,432	19
Fort Lauderdale-Hollywood-Pompano Beach	2,850,423	20
Newark	2,770,994	21
Pittsburgh	2,757,481	22
Kansas City	2,692,680	23
Phoenix	2,645,780	24
Seattle	2,625,887	25
Cleveland	2,577,473	26
San Francisco	2,513,168	27
Riverside-San Bernardino	2,490,447	28
Bergen-Passaic	2,335,732	29
San Jose	2,278,437	30
Indianapolis	2,253,834	31
Denver	2,200,500	32
Columbus, Ohio	2,163,501	33
Orlando	1,995,974	34
Cincinnati	1,991,991	35
Norfolk-Virginia Beach-Newport News	1,977,379	36
Fort Worth-Arlington	1,969,407	37
Sacramento	1,949,499	38
Monmouth-Ocean	1,940,137	39
Hartford-New Britain-Middletown-Bristol	1,932,445	40
Milwaukee	1,894,278	41
Oklahoma City	1,819,122	42
Charlotte-Gastonia-Rock Hill	1,812,274	43
Memphis	1,772,615	44
Bridgeport-Stamford-Norwalk-Danbury	1,739,288	45
Portland, Ore	1,688,833	46
Nashville	1,598,969	47
Rochester, N.Y.	1,585,196	48
West Palm Beach-Boca Raton-Delray Beach	1,581,840	49
Middlesex-Somerset-Hunterdon	1,483,771	50
Total Top 50	**167,832,494**	
New Orleans	1,450,603	51
Jacksonville, Fla	1,429,465	52
San Antonio	1,410,351	53
Louisville	1,388,021	54
Dayton-Springfield	1,339,367	55
Greensboro-Winston-Salem-High Point	1,307,051	56
Richmond-Petersburg	1,294,312	57
Albany-Schenectady-Troy	1,286,635	58
Birmingham	1,266,840	59
Lake County, Ill	1,249,749	60
Buffalo	1,217,433	61
New Haven-Waterbury-Meriden	1,189,786	62
Providence-Pawtucket-Woonsocket	1,137,339	63
Grand Rapids	1,098,232	64
Austin	1,090,067	65
Salt Lake City-Ogden	1,071,067	66
Knoxville	1,062,610	67
Allentown-Bethlehem	1,017,234	68
Harrisburg-Lebanon-Carlisle	1,016,603	69
Tulsa	991,836	70
Toledo	974,113	71
Las Vegas	967,518	72
Raleigh-Durham	947,435	73
Syracuse	930,385	74
Omaha	916,921	75
Oxnard-Ventura	916,917	76
Worcester-Fitchburg-Leominster	889,619	77
Scranton-Wilkes-Barre	886,512	78
Wilmington, Del	885,239	79
Springfield, Mass	863,008	80
New Bedford-Fall River-Attleboro	854,751	81
Akron	840,718	82
Honolulu	809,325	83
Greenville-Spartanburg	764,369	84
Gary-Hammond	762,418	85
Fresno	758,956	86
Flint	753,488	87
Tucson	746,189	88
Lansing-East Lansing	711,717	89
Tacoma	708,756	90
Johnson City-Kingsport-Bristol	705,501	91
Manchester-Nashua	700,207	92
Charleston, S.C.	696,219	93
Albuquerque	691,213	94
Mobile	682,913	95
Chattanooga	679,342	96
Wichita	677,900	97
Portsmouth-Dover-Rochester	671,710	98
Little Rock-North Little Rock	667,224	99
Bakersfield	663,858	100
Total Top 100	**215,871,536**	
Madison	629,700	101
Jackson, Miss.	615,228	102
Saginaw-Bay City-Midland	612,233	103
Melbourne-Titusville-Palm Bay	599,162	104
Lancaster	593,594	105
Columbia, S.C.	593,428	106
Beaumont-Port Arthur	592,282	107
Des Moines	580,917	108
Baton Rouge	578,515	109
Lakeland-Winter Haven	578,098	110
Reading	571,210	111
Youngstown-Warren	561,942	112
Peoria	544,854	113
El Paso	543,213	114
Davenport-Rock Island-Moline	541,205	115
Stockton	523,478	116
Jersey City	521,375	117
Portland, Me	520,287	118
Lexington-Fayette	518,832	119
Sarasota	517,105	120
Fort Wayne	511,875	121
Santa Barbara-Santa Maria-Lompoc	507,977	122
New London-Norwich	504,888	123
Colorado Springs	503,314	124
Atlantic City	501,361	125
Montgomery	499,316	126
Macon-Warner Robins	499,226	127
Corpus Christi	497,813	128
Pensacola	497,312	129
Spokane	494,339	130
York	493,311	131
Augusta	490,817	132
Canton	490,480	133
Daytona Beach	473,804	134
Vallejo-Fairfield-Napa	462,053	135
Fort Myers-Cape Coral	455,254	136
Reno	449,067	137
Joliet	445,318	138
Lubbock	444,230	139
Charleston, W.Va.	442,357	140
Ann Arbor	439,163	141
Shreveport	435,448	142
Trenton	435,061	143
Rockford	433,963	144
Anchorage	429,707	145
Salinas-Seaside-Monterey	423,354	146
Evansville	416,021	147
Elkhart-Goshen	409,821	148
Fort Pierce	397,511	149
South Bend-Mishawaka	392,321	150
Total Top 150	**241,084,676**	
Springfield, Mo	389,242	151
Bradenton	386,790	152
Huntsville	384,369	153
Columbus, Ga	380,404	154
Santa Rosa-Petaluma	379,970	155
Amarillo	378,217	156
Appleton-Oshkosh-Neenah	378,090	157
Savannah	372,364	158
Orange County, N.Y.	368,622	159
Utica-Rome	367,495	160
Visalia-Tulare-Porterville	363,712	161
Huntington-Ashland	363,689	162
Erie	362,600	163
Aurora-Elgin	357,717	164
Binghamton	349,740	165
Odessa	340,822	166
Fayetteville, N.C.	336,134	167
Eugene-Springfield	332,134	168
Kalamazoo	330,297	169
Longview-Marshall	330,288	170
Poughkeepsie	328,418	171
Hamilton-Middletown	325,791	172
Lorain-Elyria	325,516	173
Boulder-Longmont	322,102	174
Modesto	320,623	175
McAllen-Edinburg-Mission	315,780	176
Burlington, Vt	302,987	177
Galveston-Texas City	296,531	178
Lafayette, La	296,183	179
Hickory	289,597	180
Gainesville	286,470	181
Biloxi-Gulfport	285,430	182
Bangor	282,621	183
Roanoke	278,209	184
Fargo-Moorhead	271,838	185
Asheville	270,938	186
Killeen-Temple	268,587	187
Green Bay	268,186	188
Springfield, Ill	263,728	189
Salem, Ore	257,436	190
Santa Cruz	255,060	191
Abilene	253,883	192
Eau Claire	253,016	193
Naples	250,738	194
Ocala	249,821	195
Dothan	249,007	196
Tyler	247,457	197
Brownsville-Harlingen	246,622	198
Lincoln	242,873	199
Johnstown	242,597	200
Total Top 200	**256,685,417**	
Brazoria	241,614	201
Clarksville-Hopkinsville	240,363	202
Fort Walton Beach	239,547	203
Pittsfield	238,902	204
Waco	236,851	205
Duluth	236,693	206
Tallahassee	235,741	207
Sioux Falls	235,075	208
St. Cloud	232,331	209
Panama City	231,289	210
Terre Haute	229,904	211
Champaign-Urbana-Rantoul	227,606	212
Topeka	227,597	213
Niagara Falls	227,554	214
Wilmington, N.C.	226,716	215
Boise	222,528	216
Parkersburg-Marietta	219,818	217
Lima	218,470	218
Burlington, N.C.	218,411	219
Wichita Falls	217,466	220
Joplin	211,708	221
Rochester, Minn.	209,738	222
Houma-Thibodaux	208,420	223
Cedar Rapids	205,461	224
Yakima	204,829	225
Waterloo-Cedar Falls	200,374	226
Racine	199,317	227
Fort Collins-Loveland	198,019	228
Altoona	196,389	229
Vineland-Millville-Bridgeton	195,911	230
Kokomo	195,614	231
Lafayette-West Lafayette	194,381	232
Mansfield	194,132	233
Wheeling	194,111	234
Florence, Ala.	193,952	235
Anderson, Ind.	192,452	236
Bloomington-Normal	186,618	237
Muncie	186,146	238
Midland, Tex	186,013	239
Merced	185,970	240
Fort Smith	184,560	241
Lynchburg	183,089	242
Billings	182,911	243
Athens	179,614	244
Benton Harbor	177,249	245
Albany, Ga	176,228	246
Jacksonville, N.C.	175,602	247
Lewiston-Auburn	174,420	248
Chico	173,512	249
Lake Charles	173,156	250
Total Top 250	**267,009,689**	
Battle Creek	171,095	251
Tuscaloosa	170,330	252
Florence, S.C.	169,715	253
San Angelo	169,174	254
Provo-Orem	168,082	255
Decatur, Ill	165,666	256
Williamsport	163,690	257
Janesville-Beloit	162,012	258
Bismarck	161,051	259
Rapid City	158,978	260
Anderson, S.C.	158,705	261
Glens Falls	157,846	262
Olympia	157,343	263
Muskegon	157,267	264
Richland-Kennewick-Pasco	157,241	265
Bremerton	156,769	266
Santa Fe	156,767	267
Monroe	156,398	268
Vancouver	156,114	269
Sioux City	156,050	270
Medford	153,841	271
Charlottesville	153,430	272
Texarkana	150,332	273
Redding	147,923	274
Sharon	147,865	275
Decatur, Ala.	147,477	276
St. Joseph	145,555	277
Columbia, Mo.	142,883	278
Alexandria, La	142,408	279
Lawton	142,041	280
Casper	140,904	281
Jackson, Tenn.	140,367	282
Jackson, Mich.	138,963	283
La Crosse	138,828	284
State College	135,983	285
Kankakee	135,858	286
Bryan-College Station	135,325	287
Sherman-Denison	135,120	288
Cheyenne	134,836	289
Greeley	134,531	290
Hagerstown	134,187	291
Grand Forks	134,102	292
Danville, Va	133,286	293
Owensboro	131,563	294
Beaver County, Pa.	131,420	295
Las Cruces	130,642	296
Steubenville-Weirton	129,402	297
Elmira	129,021	298
Fayetteville-Springdale	128,886	299
Wausau	127,840	300
Bloomington, Ind.	126,282	301
Pascagoula	123,937	302
Bellingham	122,560	303
Yuba City	119,969	304
Victoria	117,888	305
Anniston	117,065	306
Sheboygan	113,063	307
Laredo	109,088	308
Great Falls	102,621	309
Dubuque	99,756	310
Pueblo	97,491	311
Cumberland	97,429	312
Kenosha	95,020	313
Gadsden	94,634	314
Enid	92,862	315
Pine Bluff	91,262	316
Lawrence, Kans.	82,672	317
Iowa City	78,812	318
Total Above Areas	**276,277,212**	
Percent of U.S.	**81.7195**	
U.S. Total	**338,079,962**	

Drugstore Sales

Area	($000)	Rank
Los Angeles - Long Beach	2,119,993	1
Chicago	2,018,455	2
New York	1,824,195	3
Detroit	1,431,511	4
Philadelphia	1,197,626	5
Washington	1,142,235	6
Boston - Lawrence - Salem - Lowell - Brockton	1,066,191	7
Atlanta	728,904	8
Houston	706,220	9
Miami - Hialeah	687,687	10
Cleveland	680,672	11
Nassau - Suffolk	632,994	12
Oakland	571,137	13
Phoenix	558,050	14
Anaheim - Santa Ana	556,313	15
Baltimore	538,119	16
San Diego	533,608	17
San Francisco	505,248	18
Seattle	471,413	19
Tampa - St. Petersburg - Clearwater	461,185	20
Pittsburgh	452,471	21
San Jose	445,858	22
Riverside - San Bernardino	444,582	23
Dallas	439,868	24
Minneapolis - St. Paul	433,144	25
St. Louis	429,331	26
Sacramento	422,558	27
Cincinnati	417,075	28
New Orleans	406,078	29
Newark	398,800	30
Fort Lauderdale - Hollywood - Pompano Beach	378,664	31
Indianapolis	371,910	32
Honolulu	359,131	33
Bergen - Passaic	345,346	34
Kansas City	314,016	35
Louisville	305,245	36
Hartford - New Britain - Middletown - Bristol	294,568	37
Columbus, Ohio	293,044	38
Buffalo	288,594	39
Memphis	287,585	40
Milwaukee	275,417	41
Norfolk - Virginia Beach - Newport News	273,883	42
Providence - Pawtucket - Woonsocket	269,983	43
Rochester, N.Y.	268,301	44
Richmond - Petersburg	262,585	45
Denver	252,462	46
Charlotte - Gastonia - Rock Hill	250,832	47
West Palm Beach - Boca Raton - Delray Beach	245,185	48
Albany - Schenectady - Troy	219,702	49
Jacksonville, Fla.	218,665	50
Total Top 50	**28,496,639**	
Fort Worth - Arlington	216,199	51
Birmingham	215,251	52
Nashville	210,454	53
Greensboro - Winston-Salem - High Point	206,912	54
Middlesex - Somerset - Hunterdon	202,699	55
Toledo	202,566	56
Monmouth - Ocean	201,174	57
Scranton - Wilkes-Barre	192,940	58
Orlando	190,112	59
Bridgeport - Stamford - Norwalk - Danbury	187,519	60
Dayton - Springfield	187,493	61
Gary - Hammond	187,269	62
Fresno	185,998	63
Raleigh - Durham	185,680	64
Syracuse	182,180	65
Las Vegas	172,842	66
Worcester - Fitchburg - Leominster	171,964	67
New Haven - Waterbury - Meriden	166,615	68
Oklahoma City	164,154	69
Tucson	155,965	70
Akron	154,362	71
Springfield, Mass.	151,388	72
Knoxville	149,131	73
Oxnard - Ventura	148,751	74
Mobile	143,936	75
Harrisburg - Lebanon - Carlisle	142,697	76
Greenville - Spartanburg	141,552	77
Melbourne - Titusville - Palm Bay	139,786	78
Lake County, Ill.	138,743	79
Allentown - Bethlehem	135,116	80
San Antonio	134,165	81
Santa Rosa - Petaluma	131,340	82
Stockton	130,969	83
Portland, Ore.	128,548	84
Flint	128,231	85
Santa Barbara - Santa Maria - Lompoc	127,671	86
Vallejo - Fairfield - Napa	126,563	87
Omaha	121,633	88
Bakersfield	119,381	89
Salt Lake City - Ogden	113,994	90
Modesto	113,714	91
Jersey City	109,923	92
Youngstown - Warren	109,021	93
Baton Rouge	107,918	94
Austin	106,795	95
Wilmington, Del.	106,631	96
Grand Rapids	105,189	97
Daytona Beach	103,553	98
Utica - Rome	99,499	99
New Bedford - Fall River - Attleboro	99,215	100
Total Top 100	**36,052,040**	
Aurora - Elgin	99,183	101
Johnson City - Kingsport - Bristol	98,589	102
Jackson, Miss.	97,134	103
Tulsa	96,361	104
Tacoma	96,097	105
Sarasota	95,520	106
Augusta	95,158	107
Joliet	94,529	108
Anchorage	93,193	109
Davenport - Rock Island - Moline	91,308	110
Albuquerque	90,003	111
Fort Wayne	89,568	112
Salinas - Seaside - Monterey	88,567	113
Saginaw - Bay City - Midland	88,157	114
Fort Myers - Cape Coral	87,597	115
Lexington-Fayette	87,508	116
Columbia, S.C.	86,560	117
Atlantic City	84,905	118
Canton	84,332	119
Montgomery	83,122	120
Trenton	82,978	121
Lancaster	82,476	122
Visalia - Tulare - Porterville	80,768	123
Charleston, S.C.	79,549	124
Chattanooga	79,148	125
Huntington - Ashland	78,966	126
Little Rock - North Little Rock	78,717	127
Beaumont - Port Arthur	77,160	128
Portsmouth - Dover - Rochester	75,741	129
Binghamton	74,929	130
South Bend - Mishawaka	74,854	131
Manchester - Nashua	74,318	132
Portland, Me.	73,773	133
Shreveport	72,944	134
Lakeland - Winter Haven	71,402	135
Charleston, W.Va.	71,146	136
Wichita	70,384	137
Spokane	69,492	138
Roanoke	67,934	139
Peoria	67,527	140
Macon - Warner Robins	66,339	141
Springfield, Ill.	66,023	142
Des Moines	65,909	143
Madison	65,809	144
Lansing - East Lansing	65,235	145
Chico	64,272	146
Lorain - Elyria	63,097	147
Reading	62,669	148
Hickory	62,381	149
Asheville	61,953	150
Total Top 150	**40,027,414**	
Savannah	61,519	151
Reno	60,727	152
Boise	60,229	153
El Paso	58,936	154
Evansville	58,543	155
Santa Cruz	57,705	156
York	57,150	157
Pensacola	57,127	158
Biloxi - Gulfport	56,463	159
Ann Arbor	56,378	160
Orange County, N.Y.	56,204	161
Bradenton	55,276	162
Erie	55,218	163
Redding	54,763	164
Niagara Falls	54,479	165
Fort Pierce	53,281	166
Poughkeepsie	53,250	167
Bremerton	51,856	168
Rockford	49,878	169
Ocala	49,314	170
Lake Charles	49,026	171
Columbus, Ga.	48,161	172
Hamilton - Middletown	47,880	173
Parkersburg - Marietta	46,266	174
Richland - Kennewick - Pasco	46,125	175
Corpus Christi	45,838	176
Merced	45,695	177
Lafayette, La.	44,740	178
New London - Norwich	44,625	179
Duluth	44,331	180
McAllen - Edinburg - Mission	44,326	181
Muncie	43,707	182
Lincoln	43,121	183
Champaign - Urbana - Rantoul	42,833	184
Topeka	42,813	185
Houma - Thibodaux	42,714	186
Sioux Falls	42,567	187
Kalamazoo	42,420	188
Huntsville	41,504	189
Lynchburg	41,445	190
Naples	39,955	191
Athens	39,803	192
Pittsfield	39,585	193
Wheeling	39,012	194
Beaver County, Pa.	38,990	195
Galveston - Texas City	38,547	196
Eugene - Springfield	37,982	197
Appleton - Oshkosh - Neenah	37,794	198
Longview - Marshall	37,718	199
Johnstown	37,686	200
Total Top 200	**42,422,922**	
Anderson, Ind.	37,584	201
Fayetteville, N.C.	37,583	202
Vancouver	37,330	203
Tallahassee	36,892	204
Santa Fe	36,616	205
Salem, Ore.	36,367	206
Battle Creek	35,823	207
Colorado Springs	34,941	208
Boulder - Longmont	34,560	209
Charlottesville	34,495	210
Kokomo	34,288	211
Abilene	34,207	212
Lima	34,192	213
Tyler	34,097	214
Springfield, Mo.	33,973	215
Anderson, S.C.	33,704	216
Glens Falls	33,584	217
Cedar Rapids	33,462	218
Steubenville - Weirton	33,278	219
Elkhart - Goshen	33,270	220
Burlington, N.C.	33,164	221
Monroe	33,082	222
Jackson, Mich.	32,609	223
Racine	32,478	224
Gainesville	32,455	225
Danville, Va.	32,386	226
Brownsville - Harlingen	32,306	227
Olympia	32,217	228
Provo - Orem	32,161	229
Bloomington - Normal	31,937	230
Yakima	31,793	231
Altoona	31,714	232
Wilmington, N.C.	31,641	233
Billings	30,852	234
Hagerstown	30,821	235
Vineland - Millville - Bridgeton	30,794	236
Fort Walton Beach	30,584	237
Muskegon	30,459	238
Clarksville - Hopkinsville	30,229	239
Owensboro	30,165	240
Lafayette - West Lafayette	29,609	241
Janesville - Beloit	29,466	242
Alexandria, La.	29,448	243
Burlington, Vt.	29,446	244
Benton Harbor	29,234	245
Waterloo - Cedar Falls	29,021	246
Tuscaloosa	28,833	247
Bangor	28,726	248
Panama City	28,631	249
Terre Haute	28,598	250
Total Top 250	**44,048,027**	
Killeen - Temple	28,146	251
Cumberland	28,091	252
Brazoria	27,986	253
Decatur, Ill.	27,798	254
Dothan	27,451	255
Florence, S.C.	27,232	256
Amarillo	26,653	257
Elmira	26,476	258
Lubbock	26,342	259
Fort Smith	25,337	260
Yuba City	25,315	261
Pascagoula	25,227	262
Kenosha	25,170	263
Waco	25,076	264
Texarkana	25,052	265
Odessa	24,624	266
St. Cloud	24,012	267
Wichita Falls	24,009	268
Rochester, Minn.	23,799	269
Mansfield	23,557	270
Anniston	23,491	271
Kankakee	23,408	272
Bellingham	23,155	273
Decatur, Ala.	22,822	274
Williamsport	22,563	275
Cheyenne	22,537	276
Jackson, Tenn.	22,188	277
State College	21,688	278
Sherman - Denison	21,477	279
Midland, Tex.	21,476	280
Florence, Ala.	21,408	281
Casper	21,183	282
Great Falls	20,693	283
Eau Claire	19,908	284
Albany, Ga.	19,859	285
Sioux City	19,449	286
Fargo - Moorhead	19,354	287
Las Cruces	19,276	288
Laredo	19,084	289
Dubuque	18,866	290
Fort Collins - Loveland	18,740	291
Green Bay	18,350	292
Lewiston - Auburn	18,231	293
Sharon	18,170	294
San Angelo	18,143	295
Bloomington, Ind.	18,054	296
Rapid City	17,913	297
Medford	17,791	298
Pueblo	17,244	299
La Crosse	17,133	300
Jacksonville, N.C.	16,824	301
Gadsden	16,549	302
Bismarck	16,384	303
Enid	16,126	304
Joplin	15,829	305
Columbia, Mo.	15,746	306
Sheboygan	15,728	307
Greeley	14,597	308
Fayetteville - Springdale	14,329	309
Lawton	13,669	310
Bryan - College Station	13,601	311
St. Joseph	13,543	312
Iowa City	12,990	313
Pine Bluff	12,448	314
Victoria	10,306	315
Lawrence, Kans.	8,952	316
Wausau	7,903	317
Grand Forks	6,530	318
Total Above Areas	**45,411,068**	
Percent of U.S.	**80.9989**	
U.S. Total	**56,063,838**	

Apparel and Accessories Store Sales

Area	($000)	Rank
New York	4,504,020	1
Los Angeles - Long Beach	3,465,757	2
Chicago	2,921,497	3
Philadelphia	1,975,137	4
Boston - Lawrence - Salem - Lowell - Brockton	1,758,295	5
Detroit	1,720,837	6
Washington	1,611,568	7
Houston	1,343,719	8
Nassau - Suffolk	1,329,614	9
San Francisco	1,183,541	10
Anaheim - Santa Ana	1,147,681	11
Miami - Hialeah	1,053,163	12
Dallas	1,039,705	13
Seattle	959,161	14
Atlanta	933,770	15
San Diego	904,726	16
Bergen - Passaic	876,519	17
Minneapolis - St. Paul	855,305	18
Baltimore	808,180	19
St. Louis	800,254	20
Newark	786,220	21
Oakland	764,824	22
Cleveland	696,293	23
San Jose	677,955	24
Pittsburgh	641,809	25
New Orleans	570,804	26
Riverside - San Bernardino	569,039	27
Phoenix	544,686	28
Denver	536,611	29
Middlesex - Somerset - Hunterdon	533,849	30
Bridgeport - Stamford - Norwalk - Danbury	518,142	31
Kansas City	499,669	32
Hartford - New Britain - Middletown - Bristol	475,655	33
Fort Lauderdale - Hollywood - Pompano Beach	474,400	34
Honolulu	465,227	35
Norfolk - Virginia Beach - Newport News	462,455	36
Oklahoma City	456,542	37
Indianapolis	453,154	38
Portland, Ore.	446,781	39
San Antonio	410,672	40
Tampa - St. Petersburg - Clearwater	409,382	41
Cincinnati	403,940	42
Charlotte - Gastonia - Rock Hill	398,697	43
Milwaukee	393,150	44
Fort Worth - Arlington	389,326	45
Sacramento	377,937	46
Memphis	376,044	47
West Palm Beach - Boca Raton - Delray Beach	375,607	48
Columbus, Ohio	353,730	49
Birmingham	353,388	50
Total Top 50	**46,004,417**	
New Haven - Waterbury - Meriden	351,440	51
Buffalo	347,921	52
Monmouth - Ocean	344,509	53
Providence - Pawtucket - Woonsocket	343,520	54
Greensboro - Winston-Salem - High Point	329,118	55
Albany - Schenectady - Troy	325,960	56
Tulsa	302,694	57
Louisville	293,181	58
Jersey City	286,774	59
Salt Lake City - Ogden	283,887	60
Rochester, N.Y.	278,568	61
Reading	277,337	62
Richmond - Petersburg	258,852	63
Orlando	257,505	64
Dayton - Springfield	253,669	65
Austin	249,773	66
Nashville	247,779	67
Las Vegas	238,886	68
Raleigh - Durham	238,727	69
Syracuse	234,740	70
Grand Rapids	232,768	71
Springfield, Mass.	227,290	72
Knoxville	222,570	73
Scranton - Wilkes-Barre	220,597	74
Jacksonville, Fla.	218,359	75
Little Rock - North Little Rock	214,928	76
Worcester - Fitchburg - Leominster	213,670	77
Greenville - Spartanburg	202,274	78
Allentown - Bethlehem	201,531	79
New Bedford - Fall River - Attleboro	198,274	80
Gary - Hammond	194,006	81
Omaha	187,220	82
Fresno	180,338	83
McAllen - Edinburg - Mission	177,094	84
Oxnard - Ventura	176,437	85
El Paso	170,521	86
Toledo	169,703	87
Santa Barbara - Santa Maria - Lompoc	169,053	88
Lake County, Ill.	165,591	89
Wilmington, Del.	160,707	90
Harrisburg - Lebanon - Carlisle	160,267	91
Trenton	153,238	92
Tucson	152,363	93
Charleston, S.C.	152,187	94
Manchester - Nashua	151,591	95
Baton Rouge	150,776	96
Beaumont - Port Arthur	150,691	97
Akron	145,481	98
Salinas - Seaside - Monterey	144,472	99
Saginaw - Bay City - Midland	143,591	100
Total Top 100	**57,156,845**	
Albuquerque	140,545	101
Des Moines	140,171	102
Evansville	135,315	103
Columbia, S.C.	134,380	104
Atlantic City	134,181	105
Portsmouth - Dover - Rochester	133,448	106
Lansing - East Lansing	133,430	107
Flint	133,204	108
Tacoma	132,331	109
Madison	131,672	110
Bakersfield	129,576	111
Utica - Rome	126,533	112
Portland, Me.	120,063	113
Anchorage	120,010	114
Corpus Christi	119,946	115
Chattanooga	119,070	116
Wichita	117,751	117
Spokane	115,718	118
Youngstown - Warren	114,802	119
Lancaster	114,520	120
Augusta	114,383	121
Laredo	112,760	122
Canton	112,469	123
Fort Wayne	111,081	124
Shreveport	110,171	125
Lexington-Fayette	107,731	126
Modesto	106,734	127
Stockton	105,837	128
Colorado Springs	105,625	129
Johnson City - Kingsport - Bristol	105,025	130
Lafayette, La.	100,512	131
Santa Rosa - Petaluma	100,136	132
Brownsville - Harlingen	99,646	133
Davenport - Rock Island - Moline	98,132	134
Savannah	97,437	135
Reno	96,837	136
Orange County, N.Y.	95,627	137
Huntington - Ashland	94,302	138
Jackson, Miss.	92,266	139
Poughkeepsie	91,952	140
Galveston - Texas City	91,752	141
Peoria	90,768	142
Kalamazoo	90,139	143
Montgomery	87,622	144
Vallejo - Fairfield - Napa	87,038	145
Aurora - Elgin	86,993	146
Mobile	86,619	147
Sarasota	85,271	148
Joliet	85,182	149
Lubbock	83,200	150
Total Top 150	**62,636,976**	
Amarillo	82,394	151
Ann Arbor	82,151	152
Erie	81,978	153
Appleton - Oshkosh - Neenah	81,515	154
Binghamton	81,371	155
York	80,280	156
Rockford	78,857	157
Macon - Warner Robins	78,496	158
Roanoke	76,327	159
Longview - Marshall	74,818	160
Visalia - Tulare - Porterville	74,038	161
New London - Norwich	73,411	162
Boulder - Longmont	72,890	163
Charleston, W.Va.	72,728	164
Daytona Beach	71,309	165
Huntsville	71,052	166
South Bend - Mishawaka	70,643	167
Hickory	70,005	168
Springfield, Mo.	69,998	169
Asheville	69,793	170
Springfield, Ill.	69,110	171
Burlington, Vt.	67,871	172
Lincoln	66,569	173
Lakeland - Winter Haven	66,388	174
Duluth	65,480	175
Fort Myers - Cape Coral	65,389	176
Monroe	64,879	177
Burlington, N.C.	64,804	178
Niagara Falls	64,247	179
Charlottesville	63,625	180
Alexandria, La.	63,263	181
Santa Cruz	62,972	182
Salem, Ore.	62,741	183
Terre Haute	62,212	184
Yakima	61,294	185
Green Bay	60,527	186
Pensacola	60,374	187
Odessa	58,424	188
Naples	58,395	189
Tyler	58,362	190
Eugene - Springfield	57,633	191
Pittsfield	57,167	192
Columbus, Ga.	56,372	193
Cedar Rapids	55,320	194
Waco	54,292	195
Melbourne - Titusville - Palm Bay	52,487	196
Sioux Falls	52,408	197
Champaign - Urbana - Rantoul	52,211	198
Lake Charles	51,560	199
Billings	51,102	200
Total Top 200	**65,958,508**	
Fort Pierce	49,345	201
Altoona	49,016	202
Bryan - College Station	48,654	203
Abilene	48,306	204
Williamsport	48,065	205
Tallahassee	47,181	206
Waterloo - Cedar Falls	47,093	207
Midland, Tex.	47,033	208
Gainesville	46,918	209
Houma - Thibodaux	46,694	210
Rochester, Minn.	45,992	211
Fort Collins - Loveland	45,661	212
Bloomington - Normal	45,327	213
Racine	45,206	214
Fort Smith	45,015	215
Bangor	44,804	216
Decatur, Ill.	44,719	217
Lorain - Elyria	44,710	218
Fargo - Moorhead	44,632	219
Eau Claire	44,576	220
Anderson, Ind.	44,366	221
Killeen - Temple	44,276	222
Tuscaloosa	43,028	223
Texarkana	42,607	224
Brazoria	42,584	225
Bradenton	42,463	226
Wilmington, N.C.	42,313	227
Fayetteville, N.C.	42,161	228
Sioux City	41,584	229
Bloomington, Ind.	41,174	230
Santa Fe	41,007	231
Provo - Orem	40,735	232
Biloxi - Gulfport	40,321	233
Boise	39,881	234
Lima	39,751	235
Kokomo	39,425	236
Topeka	39,220	237
Wheeling	38,957	238
Vineland - Millville - Bridgeton	38,935	239
Lynchburg	38,925	240
Dothan	38,916	241
San Angelo	38,734	242
Danville, Va.	38,554	243
Benton Harbor	38,203	244
Ocala	37,953	245
Elkhart - Goshen	37,900	246
Chico	37,742	247
Parkersburg - Marietta	37,651	248
St. Cloud	37,424	249
Wichita Falls	37,144	250
Total Top 250	**68,091,389**	
Glens Falls	37,072	251
Olympia	36,855	252
Athens	36,754	253
Joplin	36,377	254
Columbia, Mo.	36,325	255
Johnstown	36,183	256
Florence, Ala.	36,046	257
Florence, S.C.	35,958	258
Jackson, Tenn.	35,650	259
Albany, Ga.	35,622	260
Janesville - Beloit	35,595	261
Lawton	34,979	262
Anderson, S.C.	34,797	263
Cheyenne	34,704	264
Pine Bluff	34,625	265
Redding	34,495	266
Muncie	34,421	267
Richland - Kennewick - Pasco	33,916	268
Victoria	33,911	269
Mansfield	33,906	270
Medford	32,696	271
Enid	32,665	272
Lafayette - West Lafayette	32,371	273
Beaver County, Pa.	32,073	274
Panama City	32,033	275
La Crosse	31,369	276
Bellingham	30,539	277
Casper	30,514	278
Muskegon	30,091	279
Jackson, Mich.	30,049	280
Pueblo	29,922	281
Bremerton	29,894	282
Cumberland	29,843	283
Sharon	29,564	284
Rapid City	29,522	285
Hagerstown	28,924	286
Fort Walton Beach	28,754	287
Owensboro	28,608	288
Wausau	28,478	289
Elmira	28,441	290
State College	28,413	291
Bismarck	28,096	292
Dubuque	28,054	293
Vancouver	27,897	294
Lewiston - Auburn	27,780	295
Battle Creek	27,534	296
Fayetteville - Springdale	27,279	297
Kenosha	27,202	298
Pascagoula	26,407	299
Sherman - Denison	26,116	300
Anniston	25,464	301
St. Joseph	25,359	302
Clarksville - Hopkinsville	25,045	303
Las Cruces	24,866	304
Grand Forks	24,830	305
Gadsden	24,679	306
Hamilton - Middletown	24,617	307
Decatur, Ala.	24,393	308
Steubenville - Weirton	24,380	309
Yuba City	23,657	310
Kankakee	23,650	311
Great Falls	23,625	312
Iowa City	23,481	313
Merced	21,183	314
Greeley	21,051	315
Lawrence, Kans.	16,247	316
Sheboygan	13,172	317
Jacksonville, N.C.	11,030	318
Total Above Areas	**70,081,437**	
Percent of U.S.	**86.3095**	
U.S. Total	**81,197,797**	

Building Material and Hardware Store Sales

Area	($000)	Rank
Los Angeles - Long Beach	2,116,600	1
Chicago	1,656,763	2
Philadelphia	1,546,556	3
Detroit	1,505,639	4
Boston - Lawrence - Salem - Lowell - Brockton	1,465,496	5
New York	1,450,674	6
Houston	1,354,909	7
Atlanta	1,157,473	8
Washington	1,087,486	9
Nassau - Suffolk	1,077,172	10
St. Louis	898,025	11
Dallas	875,954	12
Baltimore	805,368	13
Riverside - San Bernardino	773,042	14
Minneapolis - St. Paul	760,903	15
Denver	704,744	16
Phoenix	703,813	17
Anaheim - Santa Ana	624,307	18
Oakland	620,949	19
San Diego	619,983	20
Pittsburgh	600,414	21
Tampa - St. Petersburg - Clearwater	590,948	22
Oklahoma City	576,513	23
Seattle	568,832	24
San Francisco	547,904	25
Miami - Hialeah	537,387	26
Sacramento	530,989	27
Kansas City	523,941	28
Newark	517,174	29
Fort Worth - Arlington	496,269	30
San Jose	492,804	31
Austin	448,449	32
San Antonio	444,300	33
Bergen - Passaic	441,830	34
Indianapolis	441,734	35
Cleveland	428,862	36
New Orleans	426,161	37
Charlotte - Gastonia - Rock Hill	395,926	38
Norfolk - Virginia Beach - Newport News	390,097	39
Bridgeport - Stamford - Norwalk - Danbury	387,294	40
Cincinnati	386,298	41
Orlando	383,619	42
Hartford - New Britain - Middletown - Bristol	383,193	43
Milwaukee	352,531	44
Salt Lake City - Ogden	334,264	45
Columbus, Ohio	334,169	46
Monmouth - Ocean	318,572	47
Middlesex - Somerset - Hunterdon	314,799	48
Fort Lauderdale - Hollywood - Pompano Beach	306,557	49
Tulsa	292,276	50
Total Top 50	**34,999,962**	
New Haven - Waterbury - Meriden	286,500	51
Providence - Pawtucket - Woonsocket	282,922	52
Portland, Ore.	277,608	53
Akron	276,231	54
Greensboro - Winston-Salem - High Point	274,391	55
Rochester, N.Y.	274,158	56
Grand Rapids	272,861	57
Baton Rouge	265,720	58
Louisville	261,640	59
Richmond - Petersburg	260,981	60
West Palm Beach - Boca Raton - Delray Beach	258,214	61
Jacksonville, Fla.	254,859	62
Tacoma	253,236	63
Albany - Schenectady - Troy	250,639	64
Portsmouth - Dover - Rochester	246,841	65
Springfield, Mass.	239,692	66
Omaha	238,663	67
Scranton - Wilkes Barre	234,987	68
Memphis	231,901	69
Nashville	230,445	70
Las Vegas	229,792	71
Greenville - Spartanburg	225,586	72
Knoxville	224,145	73
Anchorage	222,060	74
Little Rock - North Little Rock	220,313	75
Dayton - Springfield	213,143	76
Harrisburg - Lebanon - Carlisle	201,443	77
Raleigh - Durham	200,711	78
Wichita	198,021	79
Allentown - Bethlehem	193,202	80
Buffalo	190,860	81
Lancaster	190,169	82
Santa Rosa - Petaluma	189,962	83
Syracuse	189,293	84
Manchester - Nashua	187,187	85
Worcester - Fitchburg - Leominster	186,841	86
Flint	176,592	87
Tucson	176,448	88
Albuquerque	174,842	89
Birmingham	172,354	90
Oxnard - Ventura	172,255	91
Bakersfield	170,118	92
Gary - Hammond	167,496	93
Fresno	163,659	94
Lake County, Ill.	161,768	95
Lafayette, La.	160,574	96
McAllen - Edinburg - Mission	157,125	97
Shreveport	156,540	98
Saginaw - Bay City - Midland	155,534	99
Wilmington, Del.	152,498	100
Total Top 100	**45,752,982**	
Toledo	152,206	101
Lansing - East Lansing	150,095	102
Beaumont - Port Arthur	147,273	103
Corpus Christi	147,248	104
El Paso	146,812	105
Colorado Springs	146,723	106
York	146,485	107
Columbia, S.C.	146,433	108
Portland, Me.	146,259	109
Youngstown - Warren	145,660	110
Lakeland - Winter Haven	145,220	111
Aurora - Elgin	143,453	112
Sarasota	142,029	113
Canton	140,455	114
Charleston, S.C.	140,071	115
Santa Barbara - Santa Maria - Lompoc	139,018	116
New Bedford - Fall River - Attleboro	138,385	117
Fort Pierce	137,101	118
Odessa	136,379	119
Amarillo	133,720	120
Johnson City - Kingsport - Bristol	133,258	121
Mobile	131,492	122
Lake Charles	129,116	123
Fort Myers - Cape Coral	128,704	124
Stockton	127,315	125
Evansville	124,994	126
Fort Wayne	123,515	127
Vallejo - Fairfield - Napa	123,149	128
Midland, Tex.	123,008	129
Atlantic City	122,273	130
New London - Norwich	121,675	131
Ocala	121,448	132
Melbourne - Titusville - Palm Bay	120,383	133
Santa Cruz	119,680	134
Daytona Beach	116,318	135
Abilene	116,244	136
Lubbock	113,653	137
Galveston - Texas City	112,821	138
Boulder - Longmont	112,578	139
Augusta	112,261	140
Modesto	112,032	141
Ann Arbor	111,987	142
Salinas - Seaside - Monterey	111,841	143
Des Moines	111,614	144
Madison	111,256	145
Brownsville - Harlingen	111,088	146
Duluth	108,745	147
Jersey City	107,382	148
Honolulu	106,419	149
Chattanooga	104,748	150
Total Top 150	**52,155,004**	
Reno	104,024	151
Rockford	103,021	152
Orange County, N.Y.	101,619	153
Visalia - Tulare - Porterville	100,817	154
Joliet	100,244	155
Pensacola	96,447	156
Fort Collins - Loveland	96,312	157
Spokane	94,445	158
Appleton - Oshkosh - Neenah	93,995	159
Davenport - Rock Island - Moline	93,497	160
Peoria	93,400	161
Longview - Marshall	91,950	162
Charleston, W.Va.	91,502	163
Hickory	90,740	164
Tallahassee	90,694	165
St. Cloud	90,139	166
Huntington - Ashland	89,679	167
San Angelo	88,795	168
Asheville	88,748	169
Lexington-Fayette	88,280	170
Burlington, Vt.	88,161	171
Fort Smith	87,402	172
Springfield, Mo.	86,797	173
Reading	86,331	174
Jackson, Miss.	86,235	175
Kalamazoo	85,380	176
Brazoria	84,305	177
Johnstown	81,543	178
Springfield, Ill.	81,171	179
Wichita Falls	80,985	180
Trenton	80,899	181
Waco	80,443	182
Poughkeepsie	79,403	183
Erie	79,149	184
Houma - Thibodaux	78,965	185
Pittsfield	78,692	186
Gainesville	77,852	187
Utica - Rome	77,382	188
Chico	77,139	189
Macon - Warner Robins	76,359	190
Huntsville	75,883	191
Billings	75,477	192
Bangor	74,202	193
Eau Claire	73,905	194
Bryan - College Station	73,151	195
Eugene - Springfield	72,061	196
Naples	72,009	197
Tyler	69,710	198
Redding	68,561	199
Green Bay	67,800	200
Total Top 200	**56,400,704**	
Laredo	67,722	201
Wilmington, N.C.	67,601	202
Terre Haute	67,524	203
Hagerstown	67,517	204
Roanoke	67,109	205
Killeen - Temple	66,859	206
Bradenton	66,769	207
Lincoln	66,129	208
Champaign - Urbana - Rantoul	65,595	209
Salem, Ore.	65,341	210
Charlottesville	65,199	211
Bremerton	64,914	212
Binghamton	64,608	213
State College	63,728	214
South Bend - Mishawaka	63,515	215
Fort Walton Beach	62,915	216
Savannah	62,812	217
Fayetteville, N.C.	61,375	218
Anderson, S.C.	61,043	219
Boise	60,897	220
Bellingham	60,568	221
Montgomery	60,479	222
Topeka	60,334	223
Florence, S.C.	59,685	224
Lynchburg	59,668	225
Lorain - Elyria	59,468	226
Monroe	58,278	227
Fayetteville - Springdale	57,870	228
Sherman - Denison	57,156	229
Santa Fe	56,497	230
Cedar Rapids	56,332	231
Texarkana	56,319	232
Provo - Orem	56,284	233
Olympia	55,636	234
Parkersburg - Marietta	55,632	235
Alexandria, La.	54,747	236
Fargo - Moorhead	54,247	237
Benton Harbor	54,235	238
Hamilton - Middletown	54,188	239
Muncie	53,526	240
Yakima	53,014	241
Elkhart - Goshen	52,182	242
Athens	51,102	243
Muskegon	50,968	244
Victoria	49,983	245
Bloomington - Normal	49,552	246
Jackson, Mich.	48,933	247
Lima	48,551	248
Racine	47,524	249
Biloxi - Gulfport	47,334	250
Total Top 250	**59,340,168**	
Yuba City	47,245	251
Lafayette - West Lafayette	47,106	252
Mansfield	46,793	253
Rochester, Minn.	46,548	254
Pine Bluff	46,128	255
Sioux Falls	46,029	256
Glens Falls	45,619	257
Jackson, Tenn.	45,112	258
Wausau	45,037	259
Wheeling	44,755	260
Sioux City	44,374	261
Columbus, Ga.	44,156	262
Clarksville - Hopkinsville	43,882	263
Altoona	43,554	264
Kokomo	43,363	265
Dothan	43,025	266
Decatur, Ill.	42,632	267
Joplin	41,747	268
Richland - Kennewick - Pasco	41,537	269
Battle Creek	40,430	270
Steubenville - Weirton	40,314	271
Burlington, N.C.	39,200	272
Janesville - Beloit	39,114	273
Pueblo	39,026	274
Owensboro	38,941	275
La Crosse	38,545	276
Panama City	38,364	277
Greeley	38,246	278
Jacksonville, N.C.	37,950	279
Florence, Ala.	37,538	280
Waterloo - Cedar Falls	37,202	281
Tuscaloosa	37,133	282
Albany, Ga.	36,794	283
Casper	36,712	284
Anderson, Ind.	36,234	285
Merced	35,833	286
Columbia, Mo.	35,614	287
Medford	35,285	288
Rapid City	34,998	289
Sharon	34,847	290
Beaver County, Pa.	34,813	291
Danville, Va.	34,548	292
Las Cruces	34,209	293
Lewiston - Auburn	33,925	294
Cumberland	33,341	295
Decatur, Ala.	32,909	296
Niagara Falls	32,777	297
Vancouver	32,430	298
Bloomington, Ind.	31,774	299
Williamsport	31,564	300
Kankakee	31,031	301
Sheboygan	30,246	302
Vineland - Millville - Bridgeton	29,852	303
Lawton	29,151	304
Iowa City	28,473	305
Bismarck	28,091	306
Cheyenne	27,817	307
Anniston	27,514	308
Enid	26,390	309
Kenosha	24,894	310
St. Joseph	24,593	311
Elmira	24,337	312
Great Falls	23,354	313
Gadsden	23,158	314
Grand Forks	22,783	315
Dubuque	22,754	316
Lawrence, Kans.	20,479	317
Pascagoula	19,099	318
Total Above Areas	**61,773,436**	
Percent of U.S.	**75.1867**	
U.S. Total	**82,160,031**	

Gasoline Service Station Sales

Area	($000)	Rank
Los Angeles - Long Beach	3,813,046	1
Chicago	2,220,123	2
Detroit	2,185,148	3
Washington	1,869,054	4
Philadelphia	1,731,938	5
Boston - Lawrence - Salem - Lowell - Brockton	1,671,733	6
Atlanta	1,461,837	7
New York	1,444,655	8
Minneapolis - St. Paul	1,415,625	9
Houston	1,375,280	10
St. Louis	1,331,781	11
Dallas	1,171,038	12
Anaheim - Santa Ana	1,092,261	13
Nassau - Suffolk	991,115	14
San Diego	962,564	15
Cleveland	959,368	16
Baltimore	940,143	17
Riverside - San Bernardino	885,638	18
Miami - Hialeah	882,196	19
Phoenix	880,723	20
Tampa - St. Petersburg - Clearwater	846,080	21
Kansas City	822,745	22
Oakland	807,927	23
Indianapolis	806,817	24
Seattle	787,124	25
Pittsburgh	758,980	26
Denver	725,443	27
Cincinnati	716,948	28
San Francisco	713,698	29
Newark	712,237	30
Columbus, Ohio	700,282	31
Bergen - Passaic	623,229	32
Fort Lauderdale - Hollywood - Pompano Beach	622,558	33
Hartford - New Britain - Middletown - Bristol	598,907	34
Memphis	594,728	35
New Orleans	584,165	36
San Jose	583,688	37
Milwaukee	582,516	38
Sacramento	549,080	39
Middlesex - Somerset - Hunterdon	527,252	40
Louisville	520,300	41
Nashville	504,893	42
Portland, Ore.	488,309	43
Fort Worth - Arlington	484,913	44
Dayton - Springfield	478,941	45
Norfolk - Virginia Beach - Newport News	477,810	46
Bridgeport - Stamford - Norwalk - Danbury	463,442	47
Richmond - Petersburg	455,903	48
Charlotte - Gastonia - Rock Hill	435,553	49
San Antonio	430,354	50
Total Top 50	**47,690,088**	
Orlando	428,486	51
Jacksonville, Fla.	426,211	52
Monmouth - Ocean	425,935	53
Greensboro - Winston-Salem - High Point	417,893	54
Providence - Pawtucket - Woonsocket	416,646	55
Toledo	403,931	56
Gary - Hammond	380,353	57
Salt Lake City - Ogden	376,521	58
New Haven - Waterbury - Meriden	373,785	59
West Palm Beach - Boca Raton - Delray Beach	371,157	60
Knoxville	358,728	61
Rochester, N.Y.	357,220	62
Oklahoma City	353,788	63
Omaha	351,715	64
Albany - Schenectady - Troy	341,369	65
Harrisburg - Lebanon - Carlisle	339,873	66
Las Vegas	339,850	67
Akron	329,807	68
Birmingham	313,766	69
Grand Rapids	303,732	70
Honolulu	298,820	71
Buffalo	293,101	72
Wilmington, Del.	289,359	73
Allentown - Bethlehem	288,544	74
Greenville - Spartanburg	286,647	75
Worcester - Fitchburg - Leominster	272,332	76
Tulsa	265,142	77
Scranton - Wilkes-Barre	263,152	78
Youngstown - Warren	261,507	79
Springfield, Mass.	256,428	80
Bakersfield	252,022	81
Raleigh - Durham	247,523	82
Flint	243,284	83
Chattanooga	238,056	84
Lake County, Ill.	237,786	85
Little Rock - North Little Rock	236,433	86
Tucson	234,001	87
Oxnard - Ventura	232,312	88
Columbia, S.C.	229,366	89
Austin	227,229	90
Joliet	223,036	91
Santa Barbara - Santa Maria - Lompoc	218,963	92
Lansing - East Lansing	217,586	93
Baton Rouge	208,442	94
Lexington-Fayette	208,229	95
Fresno	206,541	96
Tacoma	201,060	97
Saginaw - Bay City - Midland	199,609	98
Madison	198,864	99
Des Moines	197,686	100
Total Top 100	**62,333,914**	
Syracuse	197,451	101
New Bedford - Fall River - Attleboro	195,326	102
Mobile	194,623	103
Canton	190,673	104
Fort Wayne	189,179	105
Davenport - Rock Island - Moline	186,374	106
Manchester - Nashua	183,627	107
Jersey City	182,887	108
Jackson, Miss.	179,743	109
Wichita	175,996	110
Vallejo - Fairfield - Napa	173,452	111
Santa Rosa - Petaluma	166,415	112
Portsmouth - Dover - Rochester	164,921	113
Charleston, S.C.	164,896	114
Reno	164,666	115
Corpus Christi	163,417	116
Stockton	163,182	117
Shreveport	162,043	118
Beaumont - Port Arthur	161,358	119
Huntington - Ashland	160,891	120
Rockford	154,407	121
Aurora - Elgin	150,718	122
Lakeland - Winter Haven	150,225	123
Albuquerque	149,831	124
Augusta	149,619	125
Peoria	149,077	126
Atlantic City	147,199	127
Charleston, W.Va.	146,759	128
New London - Norwich	143,950	129
Salinas - Seaside - Monterey	143,457	130
Montgomery	143,257	131
Melbourne - Titusville - Palm Bay	141,745	132
Trenton	140,495	133
Erie	140,279	134
Spokane	136,985	135
Duluth	133,418	136
El Paso	133,021	137
Ann Arbor	132,634	138
Johnson City - Kingsport - Bristol	128,086	139
Portland, Me.	127,721	140
Daytona Beach	126,487	141
Lorain - Elyria	126,406	142
Evansville	126,015	143
Appleton - Oshkosh - Neenah	125,859	144
York	123,585	145
Colorado Springs	122,692	146
Reading	122,068	147
South Bend - Mishawaka	120,660	148
Pensacola	120,621	149
Fort Myers - Cape Coral	118,598	150
Total Top 150	**69,932,908**	
Roanoke	117,743	151
Orange County, N.Y.	116,665	152
Sarasota	114,037	153
Anchorage	113,872	154
Macon - Warner Robins	113,433	155
Ocala	113,208	156
Kalamazoo	110,066	157
Visalia - Tulare - Porterville	109,826	158
Benton Harbor	108,116	159
Modesto	108,113	160
Lima	107,217	161
Savannah	105,524	162
Binghamton	105,301	163
Muncie	104,897	164
Eugene - Springfield	104,883	165
Hamilton - Middletown	102,308	166
Lancaster	102,155	167
Columbus, Ga.	96,817	168
Boulder - Longmont	96,762	169
Wheeling	96,595	170
Green Bay	94,046	171
Lafayette, La.	93,237	172
Utica - Rome	93,116	173
Fargo - Moorhead	91,068	174
Salem, Ore.	90,520	175
Asheville	90,296	176
Springfield, Ill.	89,263	177
Redding	88,110	178
Tallahassee	87,084	179
Terre Haute	85,141	180
Parkersburg - Marietta	85,023	181
Battle Creek	84,892	182
Champaign - Urbana - Rantoul	84,551	183
Fayetteville, N.C.	84,084	184
Merced	82,451	185
Gainesville	82,441	186
Bangor	82,183	187
Mansfield	82,127	188
Poughkeepsie	81,735	189
Janesville - Beloit	81,169	190
Fort Pierce	80,517	191
Springfield, Mo.	79,601	192
St. Cloud	79,022	193
Burlington, N.C.	78,877	194
Galveston - Texas City	78,425	195
Boise	78,183	196
Bloomington - Normal	76,232	197
Pittsfield	75,242	198
Huntsville	74,851	199
Provo - Orem	72,622	200
Total Top 200	**74,586,555**	
Amarillo	72,288	201
Bradenton	72,083	202
Lincoln	71,678	203
Kokomo	71,263	204
Steubenville - Weirton	71,168	205
Santa Cruz	70,760	206
Cedar Rapids	69,968	207
Anderson, Ind.	69,765	208
Fort Smith	69,339	209
Biloxi - Gulfport	69,092	210
Midland, Tex.	68,986	211
Eau Claire	68,455	212
Texarkana	68,324	213
Topeka	68,128	214
Yakima	66,772	215
Waco	66,520	216
Muskegon	66,217	217
Tyler	65,839	218
Jackson, Mich.	65,760	219
Richland - Kennewick - Pasco	65,578	220
Las Cruces	65,282	221
Kenosha	65,204	222
Naples	64,998	223
Joplin	64,777	224
Florence, S.C.	64,255	225
Johnstown	64,183	226
Sioux Falls	63,854	227
Fort Collins - Loveland	63,394	228
Rochester, Minn.	63,195	229
Fort Walton Beach	62,706	230
Waterloo - Cedar Falls	62,580	231
Lynchburg	62,266	232
Longview - Marshall	62,130	233
Racine	60,539	234
Elkhart - Goshen	59,934	235
Houma - Thibodaux	58,882	236
Anderson, S.C.	58,816	237
Beaver County, Pa.	58,196	238
Cheyenne	57,164	239
Lafayette - West Lafayette	56,963	240
Tuscaloosa	56,596	241
Decatur, Ill.	56,192	242
Billings	55,385	243
Lake Charles	53,871	244
Charlottesville	53,795	245
Altoona	53,750	246
McAllen - Edinburg - Mission	53,079	247
Abilene	52,680	248
Dothan	52,329	249
Hickory	52,057	250
Total Top 250	**77,743,590**	
Medford	51,609	251
Sioux City	51,440	252
Bismarck	51,252	253
Killeen - Temple	50,864	254
Lewiston - Auburn	50,006	255
Bryan - College Station	48,493	256
Vancouver	48,359	257
Florence, Ala.	47,909	258
Wichita Falls	47,829	259
Niagara Falls	46,924	260
Panama City	46,702	261
Lubbock	46,650	262
Brownsville - Harlingen	46,153	263
Olympia	46,136	264
Chico	45,480	265
Burlington, Vt.	45,073	266
Glens Falls	45,009	267
Athens	44,708	268
Vineland - Millville - Bridgeton	44,210	269
Bellingham	43,882	270
Clarksville - Hopkinsville	43,805	271
La Crosse	43,710	272
Alexandria, La.	43,498	273
Victoria	43,482	274
Bremerton	43,459	275
Rapid City	42,476	276
Wausau	42,009	277
Brazoria	41,198	278
Bloomington, Ind.	41,061	279
Hagerstown	40,390	280
Cumberland	40,309	281
Wilmington, N.C.	40,087	282
Casper	39,517	283
Columbia, Mo.	39,224	284
Odessa	38,906	285
Owensboro	38,285	286
Greeley	36,956	287
Pueblo	36,736	288
Elmira	36,715	289
Jackson, Tenn.	36,202	290
Pascagoula	35,533	291
Fayetteville - Springdale	35,292	292
Sheboygan	35,086	293
St. Joseph	34,967	294
Santa Fe	34,875	295
Yuba City	34,446	296
Dubuque	33,067	297
Sharon	33,051	298
State College	33,032	299
Sherman - Denison	31,628	300
Iowa City	31,238	301
Anniston	30,060	302
Grand Forks	29,900	303
Lawrence, Kans.	29,406	304
Great Falls	29,112	305
Albany, Ga.	28,887	306
Decatur, Ala.	27,256	307
Monroe	27,249	308
Kankakee	27,014	309
Danville, Va.	26,733	310
Laredo	25,963	311
Williamsport	25,746	312
Enid	24,535	313
Pine Bluff	23,316	314
San Angelo	20,060	315
Jacksonville, N.C.	19,586	316
Gadsden	19,496	317
Lawton	16,279	318
Total Above Areas	**80,303,116**	
Percent of U.S.	**78.7777**	
U.S. Total	**101,936,359**	

SECTION C

METRO, COUNTY & CITY DATA BY STATE

Alabama

S&MM ESTIMATES	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
ANNISTON	**124.9**	**.0509**	**30.4**	**14.9**	**17.0**	**18.9**	**23.3**	**44.7**	**484,568**	**96,436**	**33,431**	**67,807**	**26,131**	**117,065**	**23,491**
Calhoun	124.9	.0509	30.4	14.9	17.0	18.9	23.3	44.7	484,568	96,436	33,431	67,807	26,131	117,065	23,491
• Anniston	30.5	.0124	34.2	9.3	16.6	17.2	31.4	12.2	328,741	67,539	16,310	41,623	16,372	105,929	15,441
SUBURBAN TOTAL	94.4	.0385	29.3	16.7	17.5	19.4	20.6	32.5	155,827	28,897	17,121	26,184	9,759	11,136	8,050
BIRMINGHAM	**928.7**	**.3781**	**32.7**	**10.6**	**17.9**	**19.4**	**26.5**	**351.9**	**4,871,001**	**976,245**	**403,630**	**554,354**	**256,875**	**1,266,840**	**215,251**
Blount	41.5	.0169	33.9	9.1	15.9	21.9	26.3	15.2	94,144	21,483	4,625	11,390	2,637	25,790	4,332
Jefferson	681.6	.2775	32.9	10.8	17.9	18.9	27.5	263.7	4,189,162	804,451	360,306	498,770	230,295	1,079,870	183,380
• Bessemer	31.8	.0129	33.4	10.4	15.3	13.6	32.0	11.9	267,273	70,053	14,054	29,644	7,778	90,047	6,936
• Birmingham	280.9	.1144	32.6	11.9	16.1	16.7	29.4	112.8	2,105,006	315,311	193,728	233,250	146,998	630,963	64,790
St. Clair	49.0	.0199	32.6	9.2	16.8	20.5	25.5	17.0	97,347	24,256	4,973	6,510	2,673	30,354	4,414
Shelby	85.3	.0348	30.4	10.8	20.1	21.4	19.3	29.8	214,912	72,098	16,636	14,897	8,613	35,037	9,341
Walker	71.3	.0290	33.3	9.6	15.9	19.9	27.4	26.2	275,436	53,957	17,090	22,787	12,657	95,789	13,784
SUBURBAN TOTAL	616.0	.2508	32.8	10.0	17.8	21.1	24.9	227.2	2,498,722	590,881	195,848	291,460	100,099	545,830	143,525
DECATUR	**100.7**	**.0410**	**32.5**	**9.7**	**17.0**	**21.5**	**24.2**	**37.7**	**533,394**	**100,556**	**37,178**	**71,071**	**30,497**	**147,477**	**22,822**
Morgan	100.7	.0410	32.5	9.7	17.0	21.5	24.2	37.7	533,394	100,556	37,178	71,071	30,497	147,477	22,822
• Decatur	46.7	.0190	32.6	9.9	17.4	21.4	24.5	18.3	424,296	74,198	29,772	62,792	22,150	123,950	15,279
SUBURBAN TOTAL	54.0	.0220	32.3	9.5	16.8	21.7	23.8	19.4	109,098	26,358	7,406	8,279	8,347	23,527	7,543
DOTHAN	**132.2**	**.0538**	**30.6**	**11.6**	**18.3**	**19.7**	**22.2**	**47.7**	**853,160**	**143,600**	**64,741**	**118,814**	**45,028**	**249,007**	**27,451**
Dale	49.6	.0202	28.5	14.7	19.8	18.3	18.9	16.7	161,681	38,090	14,946	17,403	3,856	32,770	7,402
Houston	82.6	.0336	32.0	9.7	17.3	20.6	24.2	31.0	691,479	105,510	49,795	101,411	41,172	216,237	20,049
• Dothan	55.0	.0224	31.8	9.8	18.1	20.7	23.4	20.9	628,402	91,545	45,665	87,031	37,663	207,011	17,628
SUBURBAN TOTAL	77.2	.0314	29.7	12.9	18.3	19.0	21.3	26.8	224,758	52,055	19,076	31,783	7,365	41,996	9,823
FLORENCE	**139.9**	**.0569**	**33.1**	**11.0**	**16.1**	**20.8**	**26.1**	**53.0**	**715,697**	**120,687**	**56,830**	**116,739**	**31,599**	**193,952**	**21,408**
Colbert	55.1	.0224	33.5	9.9	16.1	20.7	27.0	21.0	299,094	50,551	26,152	30,676	9,168	90,804	10,279
Louderdale	84.8	.0345	32.7	11.6	16.2	20.8	25.5	32.0	416,603	70,136	30,678	86,063	22,431	103,148	11,129
• Florence	37.0	.0151	33.1	13.7	15.4	19.1	28.0	14.6	350,336	49,977	25,121	80,440	19,424	90,144	9,638
SUBURBAN TOTAL	102.9	.0418	33.0	10.0	16.3	21.4	25.4	38.4	365,361	70,710	31,709	36,299	12,175	103,808	11,770
GADSDEN	**104.1**	**.0423**	**34.0**	**9.6**	**15.9**	**19.3**	**29.1**	**39.4**	**452,097**	**108,300**	**39,456**	**63,574**	**24,415**	**94,634**	**16,549**
Etowah	104.1	.0423	34.0	9.6	15.9	19.3	29.1	39.4	452,097	108,300	39,456	63,574	24,415	94,634	16,549
• Gadsden	46.9	.0191	36.6	10.1	14.5	16.7	35.1	18.9	333,438	74,832	25,992	45,174	21,281	83,970	12,032
SUBURBAN TOTAL	57.2	.0232	32.4	9.3	17.1	21.4	24.1	20.5	118,659	33,468	13,464	18,400	3,134	10,664	4,517
HUNTSVILLE	**237.4**	**.0966**	**31.4**	**12.2**	**17.5**	**23.4**	**20.2**	**89.4**	**1,412,488**	**241,572**	**127,329**	**187,436**	**101,569**	**384,369**	**41,504**
Madison	237.4	.0966	31.4	12.2	17.5	23.4	20.2	89.4	1,412,488	241,572	127,329	187,436	101,569	384,369	41,504
• Huntsville	167.7	.0683	31.9	11.9	17.5	23.9	20.6	65.5	1,309,247	220,200	117,708	183,718	94,030	364,908	39,047
SUBURBAN TOTAL	69.7	.0283	30.1	12.9	17.7	22.0	19.4	23.9	103,241	21,372	9,621	3,718	7,539	19,461	2,457
MOBILE	**477.6**	**.1945**	**31.0**	**11.1**	**17.0**	**19.1**	**24.2**	**173.8**	**2,791,425**	**574,763**	**239,539**	**369,019**	**159,566**	**682,913**	**143,936**
Baldwin	94.1	.0383	33.3	9.4	15.2	20.0	27.4	34.7	494,658	131,115	42,275	50,081	20,359	99,123	26,130
Mobile	383.5	.1562	30.5	11.5	17.6	18.8	23.3	139.1	2,296,767	443,648	197,264	318,938	139,207	583,790	117,806
• Mobile	205.9	.0838	31.6	12.1	17.3	18.2	25.8	78.8	1,815,347	282,332	165,668	272,434	113,296	522,949	90,768
SUBURBAN TOTAL	271.7	.1107	30.6	10.4	16.7	19.7	22.9	95.0	976,078	292,431	73,871	96,585	46,270	159,964	53,168
MONTGOMERY	**304.4**	**.1240**	**31.3**	**11.2**	**17.2**	**20.0**	**23.7**	**110.0**	**1,734,875**	**303,007**	**139,252**	**239,853**	**65,051**	**499,316**	**83,122**
Autauga	37.1	.0151	31.2	10.3	14.9	23.3	21.0	12.6	145,358	28,570	11,945	13,030	4,076	46,636	4,711
Elmore	49.5	.0202	32.4	10.3	17.1	20.0	25.6	16.7	127,162	40,853	6,404	10,219	4,740	22,060	9,999
Montgomery	217.8	.0887	31.1	11.6	17.5	19.5	23.7	80.7	1,462,355	233,584	120,903	216,604	56,235	430,620	68,412
• Montgomery	196.5	.0800	31.0	11.7	17.7	19.2	23.7	73.9	1,410,345	222,393	115,015	213,924	51,928	423,504	68,138
SUBURBAN TOTAL	107.9	.0440	32.0	10.5	15.9	21.5	23.7	36.1	324,530	80,614	24,237	25,929	13,123	75,812	14,984

Notes on Metro and County Data:

Sales & Marketing Management's *Survey of Buying Power* includes population, retail sales, and income data for all 318 Metropolitan Markets and 3,138 Counties in the U.S. In addition, data for individual cities are included if they meet one or more of the following criteria:

1. A city with a population of 40,000 or more as of the 1980 Census of Population.
2. A Central City of a designated Metropolitan Market.
3. An Independent City that is not a part of the surrounding County.

The following symbols are used in Section C:

☐ This indicates that a County is part of a Metro Market in another state.

- This designates the Central City of a Metro Market.

Boldface type is used for Metro Market and State data.

Medium face type indicates County and Suburban data.

Lightface type is used for City data.

Italics indicate Metro Counties and Cities located in another state.

The "Total Metro Counties" line that appears at the end of each state listing pertains only to Metropolitan Counties within that state.

A blank space under any of the "Retail Sales by Store Group" columns indicates no sales in that category.

For more complete definitions of any of the data columns and/or terms in this issue, see the "Definition of Terms" in Section A.

ALA. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
TUSCALOOSA	**145.9**	**.0594**	**29.9**	**16.4**	**17.3**	**18.2**	**23.0**	**53.4**	**776,731**	**181,836**	**63,931**	**110,857**	**29,594**	**170,330**	**28,833**
Tuscaloosa	145.9	.0594	29.9	16.4	17.3	18.2	23.0	53.4	776,731	181,836	63,931	110,857	29,594	170,330	28,833
• Tuscaloosa	76.2	.0310	28.3	22.0	17.5	15.5	22.8	28.5	598,680	113,872	51,682	105,052	24,151	141,791	16,424
SUBURBAN TOTAL	69.7	.0284	31.6	10.3	17.1	21.2	23.0	24.9	178,051	67,964	12,249	5,805	5,443	28,539	12,409
OTHER COUNTIES															
Barbour	26.0	.0106	32.7	8.8	14.9	17.3	29.3	9.2	89,025	26,101	8,909	6,056	2,249	14,895	5,733
Bibb	16.6	.0068	32.2	9.7	14.9	19.0	26.9	5.9	40,873	12,701	1,765	4,047	1,555	9,967	2,749
Bullock	10.5	.0042	33.3	9.7	13.8	15.2	32.4	3.5	29,786	7,080	1,583	910	1,478	1,706	1,713
Butler	21.4	.0087	34.1	8.6	13.8	16.9	31.8	7.7	104,273	20,172	9,125	8,518	3,704	23,885	6,423
Chambers	39.5	.0161	34.0	9.0	14.9	17.9	30.7	14.5	179,638	42,407	11,147	7,472	13,053	55,060	8,106
Cherokee	20.1	.0082	34.4	9.6	15.4	21.1	28.0	7.2	47,619	9,721	3,108	2,307	1,123	9,990	2,938
Chilton	33.4	.0136	33.5	9.5	15.4	20.1	27.6	12.8	142,720	31,595	7,189	14,719	7,779	39,062	8,757
Choctaw	17.1	.0069	31.7	9.0	14.3	18.7	26.5	5.9	50,558	17,661	6,076	2,470	2,085	6,780	2,579
Clarke	27.4	.0112	31.4	9.5	14.6	18.4	26.3	9.4	138,928	41,710	8,443	12,746	5,423	23,862	10,705
Clay	13.7	.0056	34.4	9.1	14.0	19.4	29.8	4.8	43,270	12,879	2,033	2,868	904	9,351	919
Cleburne	13.0	.0052	33.9	9.5	15.2	20.7	27.6	5.0	24,302	5,558	1,974	2,029	722	6,596	926
Coffee	40.4	.0165	33.1	9.5	16.7	21.0	25.8	15.0	208,369	35,157	12,034	22,508	18,513	66,937	7,017
Conecuh	15.9	.0065	33.2	9.7	13.9	16.1	31.4	5.6	45,606	10,081	2,738	3,284	696	4,066	3,820
Coosa	11.4	.0046	34.2	9.4	14.0	18.5	30.4	4.4	8,281	2,142	439	67	935	1,701	390
Covington	36.1	.0147	37.1	8.9	13.7	19.3	33.6	14.4	173,107	38,819	9,537	14,941	12,556	42,355	10,304
Crenshaw	14.0	.0057	35.6	8.9	13.7	17.5	33.2	5.3	39,357	11,994	1,543	2,087	1,235	10,280	1,859
Cullman	68.0	.0277	34.3	9.4	15.3	20.7	28.2	25.4	289,340	68,082	17,824	25,736	16,050	73,702	12,408
Dallas	53.6	.0218	30.5	10.5	14.8	17.4	25.9	18.6	235,094	45,651	17,578	37,053	8,638	51,132	11,936
De Kalb	55.5	.0226	34.1	9.3	15.6	20.1	28.5	21.2	165,980	39,687	11,617	14,775	8,565	40,753	9,608
Escambia	38.0	.0155	32.3	9.9	16.8	19.7	25.8	12.8	167,708	28,210	10,271	15,352	8,814	36,004	9,568
Fayette	19.3	.0079	34.6	9.2	14.9	19.6	29.9	7.2	61,031	15,590	3,154	6,671	2,931	16,277	3,790
Franklin	29.1	.0118	34.9	9.3	15.3	20.8	29.1	11.1	140,042	25,570	5,765	13,917	9,021	49,502	6,182
Geneva	24.5	.0100	34.7	8.9	14.4	19.6	30.2	9.1	58,288	18,846	1,036	5,440	1,918	11,591	3,885

If you want to make it big in 'Bama, take on the state's top market—BIRMINGHAM.

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The Birmingham News

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ALA. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	House holds (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
Greene	11.0	.0045	30.7	9.8	12.9	14.8	29.6	3.7	43,452	14,697	2,598	3,082	2,057	8,152	1,805
Hale	15.1	.0061	31.5	10.0	13.0	15.2	30.2	5.1	33,001	11,085	854	1,294	1,203	11,236	2,566
Henry	15.4	.0063	33.5	8.8	15.6	18.0	29.7	5.6	55,611	15,989	2,882	3,004	2,673	5,283	1,141
Jackson	53.8	.0219	32.0	9.8	17.6	21.4	23.3	19.7	179,027	31,323	9,108	19,517	8,852	68,395	7,439
Lamar	16.8	.0069	34.7	8.9	14.4	20.0	29.6	6.2	53,387	14,698	1,837	2,023	2,380	7,253	2,955
Lawrence	32.1	.0131	31.5	9.4	15.7	20.3	24.2	11.1	86,722	22,597	5,174	10,056	3,539	9,644	4,103
Lee	82.7	.0336	27.0	22.8	16.9	17.8	18.6	32.2	422,830	89,792	36,621	67,966	13,837	102,760	12,477
Limestone	51.7	.0211	32.1	10.4	16.0	21.0	24.4	18.3	198,938	45,664	18,166	20,329	8,443	47,380	9,390
Lowndes	13.7	.0056	26.8	10.8	13.0	15.2	24.1	4.0	25,357	7,665	713	377	887	6,750	219
Macon	27.0	.0110	29.3	16.7	14.5	14.0	27.7	8.7	65,599	19,208	3,228	745	1,240	10,388	4,849
Marengo	25.1	.0102	31.9	9.3	14.0	17.5	28.2	8.6	101,120	24,052	5,425	12,007	4,940	25,960	3,938
Marion	32.5	.0133	34.4	9.2	15.5	20.5	28.5	12.1	104,400	29,295	4,894	17,235	5,199	24,063	4,249
Marshall	72.4	.0294	34.1	9.7	15.7	21.1	27.5	27.9	437,581	75,642	26,729	58,372	16,540	144,154	14,634
Monroe	23.1	.0094	31.2	9.2	14.6	17.7	26.8	7.8	68,393	18,546	4,449	5,967	2,056	15,597	4,052
Perry	15.0	.0061	30.7	11.4	12.4	15.5	29.2	4.9	24,803	6,199	822	1,537	809	3,753	3,097
Pickens	21.2	.0086	33.1	9.4	13.8	18.1	29.2	7.2	43,519	11,434	1,454	1,790	2,687	11,345	2,286
Pike	29.0	.0118	30.8	16.7	13.5	16.4	27.9	10.4	137,032	24,966	14,272	13,596	3,532	33,657	6,941
Randolph	20.0	.0081	34.5	9.3	14.1	18.3	31.1	7.3	70,069	20,812	2,654	6,080	2,430	12,427	4,165
☐ Russell	49.7	.0203	32.0	10.5	16.0	19.4	25.8	18.3	162,986	54,900	13,513	19,952	2,572	23,439	9,684
Sumter	16.4	.0066	28.8	13.4	12.9	14.0	28.1	5.3	47,339	17,004	3,811	8,055	1,141	4,943	2,945
Talladega	77.2	.0315	31.3	10.5	15.3	18.8	25.5	26.9	376,180	94,245	25,555	44,273	17,274	95,861	17,711
Tallapoosa	40.3	.0164	34.2	8.8	15.1	18.8	30.0	14.9	144,401	31,699	9,492	13,700	12,463	30,133	10,387
Washington	17.0	.0069	30.3	9.7	15.6	19.2	23.5	5.7	46,259	8,423	1,244	2,220	3,931	8,424	1,293
Wilcox	14.6	.0060	29.4	9.3	12.9	14.3	28.5	4.6	41,505	13,378	1,968	2,898	1,237	6,776	1,344
Winston	24.0	.0097	33.7	9.0	16.0	21.6	26.3	8.9	82,958	23,002	5,113	11,408	6,681	16,629	2,899
TOTAL METRO COUNTIES	2,745.5	1.1178	31.8	11.4	17.3	19.8	24.7	1,019.3	14,788,422	2,901,902	1,218,830	1,919,476	772,897	3,829,342	634,051
TOTAL STATE	4,137.1	1.6843	32.0	11.1	16.6	19.5	25.6	1,522.4	20,161,100	4,140,731	1,562,801	2,472,980	1,028,875	5,145,759	893,251

HUNTSVILLE

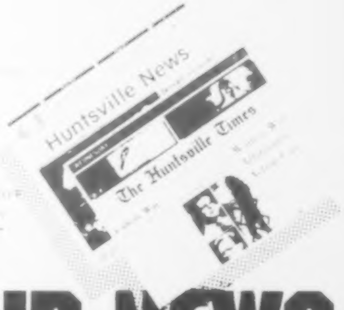
Alabama's highest average EBI of $36,157-
34% greater than the State average

Rank	Metro Area	Population	EBI	Total Retail Sales
1	Birmingham	928,700	$10,169,120,000	$4,871,001,000
2	Mobile	477,000	5,005,807,000	2,701,425,000
3	The Greater Huntsville Market*	361,500	4,362,930,000	2,049,007,000
4	Montgomery	304,400	3,310,817,000	1,734,875,000

[illegible]

Represented nationally by Newhouse Newspapers

HUNTSVILLE TIMES AND NEWS



ALA.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANNISTON	**1,179,717**	**19,237**	**26.5**	**27.4**	**13.7**	**7.1**	**.0380**
Calhoun	1,179,717	19,237	26.5	27.4	13.7	7.1	.0380
• Anniston	294,801	16,242	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	884,916	20,307	26.4	29.5	14.6	6.4	.0245
BIRMINGHAM	**10,169,120**	**21,499**	**23.6**	**26.0**	**15.2**	**11.7**	**.3288**
Blount	305,659	15,599	30.1	25.4	9.1	3.3	.0099
Jefferson	7,858,750	22,054	23.0	25.9	15.3	12.8	.2595
• Bessemer	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Birmingham	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Clair	397,808	18,504	28.2	29.5	11.8	4.8	.0121
Shelby	981,785	26,761	19.9	26.2	20.8	14.8	.0264
Walker	625,118	18,149	26.4	26.6	12.9	6.2	.0209
SUBURBAN TOTAL	7,137,865	24,070	22.2	27.5	17.0	13.6	.2099
DECATUR	**1,000,682**	**21,002**	**24.5**	**28.2**	**15.7**	**8.2**	**.0343**
Morgan	1,000,682	21,002	24.5	28.2	15.7	8.2	.0343
• Decatur	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	480,925	19,576	26.9	29.4	13.4	6.2	.0141
DOTHAN	**1,270,573**	**19,320**	**27.5**	**27.6**	**12.7**	**7.9**	**.0472**
Dale	449,352	18,734	29.5	27.9	11.9	6.8	.0142
Houston	821,221	19,668	26.3	27.5	13.1	8.6	.0330
• Dothan	[illegible]	[illegible]	25.8	[illegible]	[illegible]	[illegible]	.0259
SUBURBAN TOTAL	677,51[illegible]	18,306	28.7	27.6	11.7	6.2	.0213
FLORENCE	**1,370,575**	**19,897**	**25.4**	**27.1**	**14.6**	**8.1**	**.0467**
Colbert	497,149	18,640	26.6	28.1	13.5	5.4	.0180
Lauderdale	873,426	20,846	24.5	26.4	15.3	9.9	.0287
• Florence	402,887	20,361	24.2	24.6	15.4	10.3	.0161
SUBURBAN TOTAL	967,688	19,733	25.9	28.0	14.1	7.3	.0306
GADSDEN	**956,833**	**17,546**	**26.5**	**24.8**	**13.0**	**6.6**	**.0321**
Etowah	956,833	17,546	26.5	24.8	13.0	6.6	.0321
• Gadsden	443,054	15,542	[illegible]	[illegible]	[illegible]	7.4	.0172
SUBURBAN TOTAL	513,779	19,484	26.3	28.3	14.6	5.9	.0149
HUNTSVILLE	**3,232,418**	**26,950**	**20.6**	**25.7**	**16.6**	**21.0**	**.0971**
Madison	3,232,418	26,950	20.6	25.7	16.6	21.0	.0971
• Huntsville	2,456,774	28,387	[illegible]	24.8	16.9	[illegible]	.0774
SUBURBAN TOTAL	775,644	23,876	23.3	27.9	15.8	14.9	.0197
MOBILE	**5,095,807**	**22,011**	**23.2**	**26.2**	**15.8**	**12.2**	**.1726**
Baldwin	1,003,488	21,918	24.6	26.8	15.8	11.7	.0329
Mobile	4,092,319	22,036	22.8	25.9	15.8	12.4	.1397
• Mobile	2,375,934	21,724	23.2	25.4	14.8	13.4	.0890
SUBURBAN TOTAL	2,724,873	22,252	23.1	26.8	16.7	11.2	.0836
MONTGOMERY	**3,310,817**	**22,159**	**23.2**	**26.1**	**16.1**	**12.5**	**.1101**
Autauga	370,511	24,201	19.8	28.8	19.2	11.0	.0116
Elmore	448,238	20,554	24.5	27.2	15.7	8.2	.0135
Montgomery	2,492,068	22,174	23.4	25.5	15.6	13.7	.0850
• Montgomery	2,269,617	22,233	[illegible]	25.7	15.8	13.4	.0788
SUBURBAN TOTAL	1,041,200	22,001	22.5	26.9	16.7	10.7	.0313
TUSCALOOSA	**1,393,795**	**18,778**	**24.0**	**25.0**	**13.7**	**8.8**	**.0486**
Tuscaloosa	1,393,795	18,778	24.0	25.0	13.7	8.8	.0486
• Tuscaloosa	720,594	16,430	24.4	22.2	11.2	9.1	.0291
SUBURBAN TOTAL	673,201	21,491	23.8	28.1	16.5	8.4	.0195

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Barbour	196,861	14,701	26.5	21.2	9.4	6.3	.0070
Bibb	119,535	15,453	28.8	26.0	8.7	3.1	.0041
Bullock	67,632	12,691	29.4	16.3	8.3	5.0	.0025
Butler	172,247	15,753	28.4	24.1	8.6	6.2	.0064
Chambers	373,201	19,552	25.8	26.5	14.4	8.1	.0125
Cherokee	162,332	16,371	29.4	26.4	10.6	3.8	.0052
Chilton	313,086	18,364	26.3	27.3	11.5	7.3	.0104
Choctaw	145,911	16,108	22.4	20.2	12.7	9.4	.0046
Clarke	229,771	17,229	23.3	23.0	13.1	7.9	.0085
Clay	95,027	14,527	29.4	24.8	7.4	3.1	.0034
Cleburne	125,008	20,066	25.5	29.0	14.2	7.0	.0036
Coffee	360,835	18,972	25.0	29.6	11.7	6.4	.0129
Conecuh	112,951	13,183	24.2	22.2	7.1	5.1	.0039
Coosa	106,286	17,316	26.5	28.7	9.7	5.3	.0029
Covington	312,439	15,812	28.1	24.8	9.2	5.1	.0111
Crenshaw	88,188	11,203	28.6	17.1	5.9	2.9	.0032
Cullman	398,272	17,043	28.3	26.0	9.9	6.5	.0206
Dallas	359,725	13,233	27.9	19.8	8.4	4.2	.0145
De Kalb	467,477	15,898	26.9	25.5	10.6	4.4	.0150
Escambia	293,170	16,080	26.1	25.8	10.4	5.4	.0110
Fayette	178,350	18,446	24.2	27.3	12.0	7.4	.0056
Franklin	263,185	17,476	25.3	25.8	11.6	7.1	.0092
Geneva	219,047	15,941	25.0	25.5	9.9	5.5	.0065
Greene	72,133	11,876	26.6	14.6	9.1	5.6	.0029
[illegible]	98,791	12,104	24.7	18.5	7.1	5.8	.0035
Henry	127,169	16,890	28.3	26.3	10.6	5.6	.0042
Jackson	439,771	17,658	27.6	28.1	11.5	4.4	.0148
Lamar	146,436	18,331	26.4	27.6	12.9	5.5	.0046
Lawrence	276,475	19,010	22.8	25.3	15.1	7.8	.0086
Lee	810,300	17,022	23.8	22.2	12.6	9.0	.0275
Limestone	527,603	22,069	22.7	27.4	14.9	12.4	.0165
Lowndes	74,927	12,120	27.5	18.3	6.1	5.2	.0027
Macon	173,464	12,347	26.4	17.6	8.3	5.7	.0063
Marengo	182,597	14,035	22.8	18.9	12.7	5.9	.0068
Marion	289,671	18,438	26.2	29.0	11.2	6.1	.0093
Marshall	602,909	16,172	28.8	24.9	9.8	5.3	.0238
Monroe	195,192	17,559	24.2	24.4	12.3	8.4	.0062
Perry	88,039	11,428	25.9	17.6	7.7	3.8	.0030
Pickens	145,180	14,367	28.8	21.8	10.0	3.4	.0049
Pike	224,269	14,582	26.2	22.4	9.9	5.3	.0084
Randolph	156,428	16,312	27.2	25.6	10.5	5.0	.0055
☐ Russell	407,476	16,480	26.1	25.0	10.8	5.9	.0136
Sumter	115,997	13,587	24.1	19.1	10.1	6.8	.0041
Talladega	693,371	19,273	25.4	26.0	14.3	8.2	.0245
Tallapoosa	353,256	17,729	28.5	26.5	11.7	5.9	.0118
Washington	151,183	21,200	21.1	24.8	18.1	9.1	.0047
Wilcox	91,094	12,685	25.7	16.5	9.1	6.1	.0034
Winston	199,574	16,397	30.5	24.3	10.1	5.8	.0067
TOTAL METRO COUNTIES	**29,387,813**	**21,383**	**23.8**	**26.2**	**15.1**	**11.6**	**.9691**
TOTAL STATE	**40,984,198**	**19,636**	**24.7**	**25.6**	**13.8**	**9.8**	**1.3682**

Alaska

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANCHORAGE	**231.1**	**.0941**	**28.4**	**12.8**	**25.0**	**23.2**	**10.2**	**85.1**
Anchorage	231.1	.0941	28.4	12.8	25.0	23.2	10.2	85.1
• Anchorage	231.1	.0941	28.4	12.8	25.0	23.2	10.2	85.1
OTHER COUNTIES								
Aleutian Islands	6.4	.0026	26.3	23.7	29.7	17.7	6.6	1.3
Aleutians East	1.7	.0007	26.0	23.7	29.7	18.0	4.8	.4
Bethel	13.0	.0053	24.3	12.5	19.1	17.8	12.0	3.4
Bristol Bay	1.2	.0005	29.5	18.2	33.7	23.0	8.3	.2

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**2,475,699**	**422,976**	**319,467**	**341,414**	**116,533**	**429,707**	**93,193**
Anchorage	2,475,699	422,976	319,467	341,414	116,533	429,707	93,193
• Anchorage	2,475,699	422,976	319,467	341,414	116,533	429,707	93,193
OTHER COUNTIES							
Aleutian Islands	11,310	6,118	1,798	1,082		67	
Aleutians East	3,035	1,642	483	290		18	
Bethel	27,670	5,747	742	13,173	102	2,327	
Bristol Bay	8,151	3,095	2,490		47	793	

ALASKA (cont.)

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Dillingham	6.0	.0024	25.6	13.0	20.2	19.1	12.0	1.9	9,669	5,480	1,719	570	58	782	
Fairbanks North Star	70.5	.0287	27.6	14.7	25.9	21.5	9.8	24.4	660,904	134,645	67,498	94,384	23,572	147,581	23,469
Haines	1.8	.0008	30.9	7.9	21.9	24.3	16.7	.6	10,953	3,332	1,049	1,003	41	624	
Juneau	26.3	.0107	30.0	10.2	24.8	23.8	13.8	9.4	223,475	82,897	24,439	548	13,310	19,140	6,586
Kenai Peninsula	43.8	.0178	28.8	10.0	23.1	22.6	13.2	15.2	217,874	72,154	20,138	2,040	6,096	24,296	12,807
Ketchikan Gateway	12.9	.0053	30.3	10.6	20.7	22.5	17.7	4.8	68,211	10,960	9,367	7,339	2,341	7,390	1,728
Kodiak Island	14.3	.0058	27.6	15.2	26.6	20.2	10.0	4.5	66,178	17,708	9,126		1,606	11,612	1,762
Matanuska - Susitna	41.6	.0169	29.1	8.2	22.2	23.2	13.7	13.8	124,322	53,119	12,313	3,795	3,147	7,121	855
Nome	7.8	.0032	25.8	12.1	19.3	18.2	14.1	2.2	29,114	14,155	3,297	5,755	577	119	536
North Slope	5.5	.0022	26.7	13.4	22.5	20.3	11.2	1.2	34,410	2,971	30,294	1,106			
Northwest Arctic	6.1	.0025	23.8	12.9	18.7	15.7	13.4	1.6	24,965	7,894	6,108	6,945		48	
Prince of Wales Outer Ketchikan	5.0	.0020	28.1	11.2	20.6	21.9	13.8	1.5	17,899	11,295	4,069	301	140	274	
Sitka	8.5	.0034	28.7	11.9	21.7	22.4	13.8	2.6	43,083	19,285	4,399	1,381	2,054	607	1,000
Skagway - Yakutat - Angoon	4.2	.0017	28.6	9.5	23.5	20.3	14.8	1.3	9,295	3,205	1,636	1,538	63	133	
Southeast Fairbanks	7.3	.0030	26.5	13.6	24.7	20.5	8.7	2.0	16,566	6,599	2,813	1,381	73	775	
Valdez - Cordova	9.2	.0037	29.5	11.1	23.9	23.3	13.4	3.3	55,171	18,445	8,493	1,259	163	3,319	827
Wade Hampton	5.6	.0023	22.0	12.4	16.6	15.7	12.4	1.1	11,634	4,016	210	6,180	37	82	
Wrangell - Petersburg	6.5	.0027	29.5	10.6	22.8	20.8	16.6	2.3	31,556	17,680	2,782	634	78	1,690	664
Yukon - Koyukuk	9.4	.0038	27.7	12.1	24.8	19.8	12.5	2.7	46,007	13,143	3,988	6,209	314	1,462	
TOTAL METRO COUNTIES	**231.1**	**.0941**	**28.4**	**12.8**	**25.0**	**23.2**	**10.2**	**85.1**	**2,475,699**	**422,976**	**319,467**	**341,414**	**116,533**	**429,707**	**93,193**
TOTAL STATE	**545.7**	**.2222**	**28.2**	**12.4**	**24.2**	**22.1**	**11.4**	**186.5**	**4,227,151**	**938,561**	**539,218**	**498,327**	**170,352**	**659,967**	**143,427**

ALASKA

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANCHORAGE	**3,649,024**	**34,008**	**17.6**	**22.8**	**19.2**	**29.4**	**.1239**
Anchorage	3,649,024	34,008	17.6	22.8	19.2	29.4	.1239
• Anchorage	3,649,024	34,008	17.6	22.8	19.2	29.4	.1239
OTHER COUNTIES							
Aleutian Islands	107,946	27,105	21.8	26.0	15.1	23.6	.0024
Aleutians East	28,972	27,167	21.7	26.3	14.9	23.8	.0006
Bethel	107,643	19,364	24.1	18.8	13.5	16.4	.0035
Bristol Bay	18,009	42,833	8.0	18.0	23.5	42.5	.0006
Dillingham	64,644	22,040	19.9	20.2	13.2	19.6	.0016
Fairbanks North Star	1,137,438	34,789	17.8	19.4	17.2	32.6	.0363
Haines	19,903	25,889	22.8	23.6	15.8	20.0	.0007
Juneau	465,434	41,829	12.3	21.6	21.3	37.7	.0137
Kenai Peninsula	580,615	29,363	17.0	20.1	18.1	26.2	.0176
Ketchikan Gateway	203,761	35,062	12.8	24.2	22.6	27.2	.0055
Kodiak Island	215,667	34,887	17.5	19.2	19.5	30.3	.0058
Matanuska - Susitna	412,494	23,659	21.7	27.1	16.9	13.7	.0123
Nome	78,370	22,677	20.4	18.7	13.9	21.7	.0023
North Slope	69,053	36,632	14.5	18.8	21.1	31.3	.0023
Northwest Arctic	54,380	24,077	21.0	24.8	13.9	17.9	.0018
Prince of Wales - Outer Ketchikan	55,105	35,833	14.8	19.6	21.2	30.1	.0019
Sitka	143,728	47,222	10.4	19.3	19.7	44.4	.0038
Skagway - Yakutat - Angoon	47,971	27,367	20.6	21.0	18.6	21.1	.0013
Southeast Fairbanks	69,639	21,094	27.7	19.3	16.5	16.1	.0020
Valdez - Cordova	153,575	33,550	15.4	18.7	14.6	33.7	.0042
Wade Hampton	25,421	15,357	27.3	22.0	9.5	7.0	.0011
Wrangell - Petersburg	73,581	27,653	19.3	29.7	20.4	17.0	.0022
Yukon - Koyukuk	74,325	12,603	20.0	18.3	10.3	8.8	.0029
TOTAL METRO COUNTIES	**3,649,024**	**34,008**	**17.6**	**22.8**	**19.2**	**29.4**	**.1239**
TOTAL STATE	**7,876,698**	**31,904**	**17.8**	**22.1**	**18.3**	**27.6**	**.2495**

Arizona

S&MM ESTIMATES

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,986.1**	**.8086**	**32.3**	**11.3**	**18.0**	**19.4**	**25.7**	**775.8**	**13,076,432**	**2,969,710**	**1,317,464**	**1,412,411**	**796,642**	**2,645,180**	**558,050**
Maricopa	1,986.1	.8086	32.3	11.3	18.0	19.4	25.7	775.8	13,076,432	2,969,710	1,317,464	1,412,411	796,642	2,645,180	558,050
Glendale	138.6	[illegible]	29.6	11.2	19.9	[illegible]	18.3	48.3	910,689	175,898	51,697	47,836	33,085	386,318	34,417
• Mesa	268.8	[illegible]	[illegible]	11.6	20.5	17.5	23.4	105.5	2,136,591	416,885	166,161	217,837	141,773	484,390	111,045
• Phoenix	[illegible]	.3848	31.6	[illegible]	[illegible]	20.2	22.9	[illegible]	6,421,770	1,473,403	682,344	767,862	448,670	1,062,458	263,537
• Scottsdale	118.1	.0482	38.8	10.3	14.7	24.1	31.5	49.8	1,396,041	251,165	162,706	138,426	75,010	392,582	52,974
• Tempe	[illegible]	[illegible]	27.9	20.9	21.3	20.1	14.8	54.0	1,163,246	265,321	144,481	84,698	42,840	215,460	48,081
SUBURBAN TOTAL	510.6	.2079	36.2	8.5	14.6	17.8	33.8	201.3	1,958,782	562,933	161,572	103,588	88,349	490,290	82,413
TUCSON	**640.6**	**.2608**	**32.1**	**12.4**	**18.4**	**18.5**	**26.2**	**253.2**	**3,634,277**	**778,848**	**388,373**	**502,631**	**235,636**	**746,189**	**155,965**
Pima	640.6	.2608	32.1	12.4	18.4	18.5	26.2	253.2	3,634,277	778,848	388,373	502,631	235,636	746,189	155,965
• Tucson	396.1	.1613	31.2	14.5	19.4	[illegible]	25.6	161.7	2,997,384	580,005	304,927	415,762	214,409	712,985	126,378
SUBURBAN TOTAL	244.5	.0995	33.8	8.8	17.1	20.9	27.1	91.5	636,893	198,843	83,446	86,869	21,227	33,204	29,587

ARIZ. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Auto-motive ($000)	Drug ($000)
OTHER COUNTIES															
Apache	60.2	.0245	23.3	10.9	15.6	17.5	14.2	15.7	109,454	39,171	6,101	15,730	541	6,862	4,007
Cochise	101.4	.0413	31.7	10.4	16.4	19.5	25.0	36.1	365,412	111,014	33,508	44,993	10,230	73,656	13,956
Coconino	92.5	.0377	25.4	18.5	19.6	17.3	13.8	29.3	605,636	122,862	84,398	71,147	17,898	77,116	19,325
Gila	40.1	.0163	33.6	8.2	14.7	18.7	29.3	15.1	184,105	76,064	15,429	14,904	1,949	28,365	7,806
Graham	25.0	.0102	29.1	10.8	16.0	18.5	22.1	7.4	140,208	42,004	8,130	16,588	4,111	23,892	7,354
Greenlee	9.6	.0039	28.2	9.2	17.3	18.5	19.7	3.2	21,135	12,123	1,134	1,265	493	2,189	732
La Paz	14.7	.0059	31.6	10.5	15.1	18.6	26.3	5.9	35,976	10,117	3,601	1,009	1,064	3,562	1,289
Mohave	80.3	.0327	38.9	7.5	13.6	18.6	36.6	32.9	456,477	109,651	39,078	35,203	10,759	104,240	12,244
Navajo	76.3	.0311	25.6	10.0	15.9	18.6	16.5	22.7	289,810	93,767	26,458	24,651	4,664	37,026	7,465
Pinal	102.2	.0416	30.9	10.2	16.5	18.5	24.7	34.7	392,127	119,454	33,962	27,145	8,550	55,488	22,540
Santa Cruz	26.3	.0107	29.9	8.8	15.9	19.0	22.9	8.4	175,880	44,517	15,797	26,304	5,862	22,723	9,151
Yavapai	94.8	.0386	40.7	7.3	11.5	17.6	39.6	40.1	474,410	138,002	44,035	51,750	14,939	68,234	16,979
Yuma	91.0	.0371	30.6	12.0	15.9	18.0	24.9	32.2	473,400	107,993	55,005	51,255	18,757	108,050	23,830
Yuma	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	339,210	70,502	37,262	45,231	15,465	89,434	19,129
TOTAL METRO COUNTIES	**2,626.7**	**1.0694**	**32.2**	**11.6**	**18.1**	**19.2**	**25.8**	**1,029.0**	**16,710,709**	**3,748,558**	**1,705,837**	**1,915,042**	**1,032,278**	**3,391,369**	**714,015**
TOTAL STATE	**3,441.1**	**1.4010**	**31.9**	**11.4**	**17.6**	**19.0**	**25.5**	**1,312.2**	**20,434,739**	**4,775,297**	**2,072,473**	**2,296,986**	**1,132,095**	**4,002,772**	**860,693**

ARIZ.

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
PHOENIX	**27,167,784**	**27,403**	**21.3**	**27.4**	**18.5**	**18.6**	**.8397**
Maricopa	27,167,784	27,403	21.3	27.4	18.5	18.6	.8397
Glendale	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Mesa	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Phoenix	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Scottsdale	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Tempe	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	6,969,206	25,954	22.9	27.9	16.9	17.7	.1884
TUCSON	**7,342,181**	**21,935**	**26.2**	**27.2**	**15.0**	**11.9**	**.2374**
Pima	7,342,181	21,935	26.2	27.2	15.0	11.9	.2374
• Tucson	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	3,155,930	26,761	22.5	27.3	17.6	17.6	.0816
OTHER COUNTIES							
Apache	347,922	16,588	24.3	22.4	12.1	[illegible]	.0124

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cochise	885,998	18,258	31.6	26.4	12.0	6.7	.0292
Coconino	883,111	22,930	23.7	27.7	16.3	12.3	.0331
Gila	386,194	20,493	24.4	26.3	16.2	8.4	.0129
Graham	168,063	16,569	30.4	24.6	9.9	6.6	.0074
Greenlee	93,788	28,481	18.8	36.0	21.2	9.0	.0026
La Paz	116,335	14,124	34.8	19.2	7.3	5.4	.0038
Mohave	767,166	17,538	31.5	26.0	10.9	6.4	.0274
Navajo	628,213	21,931	21.5	24.1	15.6	14.0	.0216
Pinal	861,604	19,675	27.6	30.7	11.4	7.1	.0293
Santa Cruz	241,699	21,085	28.6	27.1	13.6	11.6	.0094
Yavapai	995,444	18,259	30.4	26.3	11.6	7.5	.0324
Yuma	814,092	18,724	31.5	26.8	12.6	7.3	.0293
Yuma	470,437	20,681	29.2	28.1	15.7	7.8	.0179
TOTAL METRO COUNTIES	**34,509,965**	**25,935**	**22.4**	**27.5**	**17.6**	**16.9**	**1.0771**
TOTAL STATE	**41,699,594**	**24,275**	**23.8**	**27.1**	**16.6**	**15.1**	**1.3279**

Arkansas

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Auto-motive ($000)	Drug ($000)
FAYETTEVILLE - SPRINGDALE	**109.1**	**.0444**	**30.5**	**16.4**	**17.8**	**18.8**	**23.3**	**40.9**	**692,830**	**147,498**	**60,635**	**132,392**	**26,018**	**128,886**	**14,329**
Washington	109.1	.0444	30.5	16.4	17.8	18.8	23.3	40.9	692,830	147,498	60,635	132,392	26,018	128,886	14,329
• Fayetteville	[illegible]	[illegible]	[illegible]	[illegible]	19.2	14.5	19.5	[illegible]	450,438	97,311	46,046	102,156	15,414	88,424	10,209
• Springdale	[illegible]	[illegible]	32.4	9.9	[illegible]	[illegible]	[illegible]	9.9	224,715	48,734	14,511	29,708	10,372	39,670	3,827
SUBURBAN TOTAL	40.4	.0165	34.0	7.4	16.1	22.3	26.1	14.7	17,677	1,453	78	528	232	792	293
FORT SMITH	**181.4**	**.0739**	**33.1**	**9.5**	**16.2**	**20.1**	**26.9**	**67.4**	**934,217**	**187,039**	**81,395**	**131,766**	**45,154**	**184,560**	**25,337**
Crawford	43.8	.0178	32.5	9.0	16.3	20.7	25.3	15.3	109,741	26,672	11,233	18,916	6,139	16,933	3,526
Sebastian	101.4	.0413	33.2	10.0	17.0	19.5	27.5	39.7	741,700	134,181	66,293	104,684	35,167	152,875	20,317
• Fort Smith	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	28.5	[illegible]	712,639	120,485	64,689	104,205	34,744	150,839	19,837
Sequoyah, Okla.	*36.2*	*.0148*	*33.3*	*8.6*	*14.3*	*20.8*	*27.1*	*12.4*	*82,776*	*26,186*	*3,869*	*8,1[illegible]*	*3,848*	*14,752*	*1,494*
SUBURBAN TOTAL	105.8	.0431	32.8	8.9	15.7	20.9	25.7	36.9	221,578	66,554	16,706	[illegible]	10,410	33,721	5,500
LITTLE ROCK - NORTH LITTLE ROCK	**515.3**	**.2099**	**31.1**	**11.3**	**19.0**	**19.8**	**22.9**	**189.0**	**3,219,687**	**689,186**	**265,501**	**436,793**	**163,176**	**667,224**	**78,717**
Faulkner	55.8	.0228	30.1	16.5	15.8	18.2	24.0	19.6	247,596	51,070	23,842	26,923	12,036	39,909	5,608
Lonoke	40.0	.0163	32.4	8.9	15.4	21.4	24.5	13.8	138,806	44,198	3,505	13,913	1,884	35,810	7,263
Pulaski	360.3	.1467	31.0	11.2	19.9	19.3	22.7	135.5	2,657,231	541,368	230,722	373,676	143,560	550,921	58,908
• Jacksonville	[illegible]	[illegible]	[illegible]	[illegible]	21.8	[illegible]	11.0	9.6	165,136	38,331	16,745	23,112	7,145	41,321	4,461
• Little Rock	[illegible]	[illegible]	[illegible]	[illegible]	20.7	18.2	24.5	73.9	1,729,105	330,486	162,138	230,552	107,462	368,953	38,971
• North Little Rock	64.9	.0264	[illegible]	[illegible]	[illegible]	18.8	28.5	25.3	695,725	153,033	47,456	119,674	25,640	123,993	13,631

ARK. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Saline	59.2	.0241	32.5	8.9	17.6	23.4	22.3	20.1	176,054	52,550	7,432	22,281	5,696	40,584	6,938
SUBURBAN TOTAL	230.8	.0940	31.0	11.1	17.3	21.5	21.6	80.2	629,721	167,336	39,162	63,455	22,929	132,957	21,654
PINE BLUFF	**90.0**	**.0366**	**31.3**	**11.6**	**15.8**	**17.5**	**26.7**	**30.9**	**483,803**	**114,607**	**30,959**	**69,303**	**21,613**	**91,262**	**12,448**
Jefferson	90.0	.0366	31.3	11.6	15.8	17.5	26.7	30.9	483,803	114,607	30,959	69,303	21,613	91,262	12,448
• Pine Bluff	69.5	.0283	31.9	12.0	15.6	15.9	29.2	25.0	480,013	114,030	30,508	68,942	21,255	91,233	12,420
SUBURBAN TOTAL	20.5	.0083	29.7	10.2	16.8	23.2	12.9	5.9	3,790	577	451	361	358	29	28
TEXARKANA	**121.4**	**.0494**	**33.4**	**9.0**	**16.2**	**18.6**	**28.8**	**44.6**	**802,956**	**171,597**	**61,540**	**115,828**	**37,718**	**150,332**	**25,052**
Miller	39.1	.0159	32.8	9.1	16.0	17.8	28.7	14.2	193,053	70,788	17,621	10,307	9,023	8,898	8,897
• Texarkana	22.6	.0092	34.2	9.2	15.6	16.6	32.2	8.8	186,383	70,193	16,515	10,269	8,913	8,709	8,874
Bowie, Tex.	*82.3*	*.0335*	*33.7*	*9.0*	*16.3*	*19.1*	*28.8*	*30.4*	*609,903*	*100,809*	*43,919*	*105,521*	*28,695*	*141,434*	*16,155*
• *Texarkana*	*33.9*	*.0138*	*33.8*	*9.6*	*16.3*	*15.8*	*32.2*	*13.7*	*462,162*	*65,127*	*31,764*	*91,324*	*25,358*	*117,962*	*11,968*
SUBURBAN TOTAL	64.9	.0264	32.9	8.6	16.3	20.8	25.8	22.8	154,411	36,277	13,261	14,235	3,447	23,661	4,210
OTHER COUNTIES															
Arkansas	22.6	.0092	34.6	9.1	15.5	18.7	30.7	8.6	109,793	30,205	5,701	13,799	4,463	15,650	2,800
Ashley	26.6	.0108	32.8	8.8	14.8	19.8	26.9	9.4	83,610	23,374	4,012	11,693	3,073	17,472	4,298
Baxter	32.4	—.0132	47.4	5.6	11.4	16.0	47.7	13.5	139,309	31,751	8,644	23,085	10,023	21,234	8,227
Benton	94.4	.0384	36.1	9.1	14.7	19.1	32.5	35.7	411,643	107,435	23,241	59,114	21,415	83,496	8,539
Boone	29.6	.0121	36.4	8.6	15.0	19.5	32.5	11.5	169,647	43,480	10,839	28,445	7,779	35,042	6,464
Bradley	13.5	.0055	37.6	8.5	12.5	18.1	35.3	5.1	48,001	14,907	2,436	3,683	1,165	7,499	2,754
Calhoun	6.1	.0025	35.7	10.5	13.1	18.1	32.8	2.2	12,242	4,966	284	109	321	2,021	345
Carroll	18.7	.0076	39.7	7.2	14.2	19.2	37.2	7.8	88,953	29,545	7,071	7,586	2,664	12,406	1,944
Chicot	16.8	.0068	31.8	9.0	12.5	15.7	30.4	5.7	53,973	18,726	2,557	2,411	751	11,077	2,156
Clark	23.3	.0095	32.3	10.7	14.2	18.8	29.3	8.1	121,840	26,191	9,231	18,285	2,353	31,779	3,955
Clay	19.9	.0081	38.8	7.7	12.7	19.4	35.9	7.7	49,180	15,635	2,729	6,859	1,019	9,143	3,619
Cleburne	20.6	.0084	39.9	7.5	12.2	20.5	36.7	8.0	64,467	12,619	3,041	11,181	1,693	16,322	1,642
Cleveland	8.3	.0034	35.6	8.0	14.4	20.2	30.7	3.0	6,642	1,908	296		123	286	332
Columbia	26.3	.0107	34.5	11.9	13.4	18.0	31.4	9.7	113,720	26,212	7,163	20,414	9,182	15,032	4,712
Conway	19.9	.0081	38.4	8.0	14.1	18.6	35.6	7.1	147,634	36,818	6,165	21,206	5,413	42,096	2,855

Nobody covers Food Shoppers like the Arkansas Gazette.

It's no surprise that food shoppers turn to the Gazette for food savings when planning their weekly shopping. Among coupon users, nearly two-thirds take advantage of coupon savings every week.

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ARKANSAS GAZETTE 71%

BOTH 10%

ARKANSAS DEMOCRAT 19%

NEWSPAPER SOURCE

Urban and Associates 1988 Study
of Media and Shopping Habits
Little Rock MSA

ARK. (cont.)

METRO AREA **County** City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Craighead	66.3	.0270	31.3	14.0	17.0	19.5	24.2	24.1	465,784	92,148	43,832	76,606	20,532	79,269	17,796
☐ Crittenden	50.4	.0205	29.2	10.2	15.6	18.7	22.3	16.8	423,366	76,417	23,307	31,473	12,846	74,374	12,404
• West Memphis	27.5	.0113	29.5	10.5	17.2	19.7	21.1	9.7	120,432	59,784	20,510	29,224	9,728	67,923	10,517
Cross	20.2	.0082	31.2	9.4	15.0	18.0	26.2	6.8	83,904	27,482	4,114	12,141	1,869	11,838	1,742
Dallas	10.7	.0044	35.6	8.4	14.2	17.9	32.9	4.0	42,863	11,950	1,788	6,662	1,505	9,094	1,329
Desha	19.3	.0079	30.8	9.8	14.7	16.2	27.7	6.6	164,020	37,792	4,693	24,013	3,965	62,963	2,988
Drew	18.4	.0074	31.6	12.5	15.2	18.4	26.4	6.5	63,493	15,688	4,032	8,781	2,467	12,450	2,211
Franklin	16.5	.0067	35.2	8.9	14.4	19.4	31.0	6.0	42,852	14,977	3,073	3,885	763	7,499	2,017
Fulton	10.7	.0043	39.7	7.0	13.2	18.2	37.8	4.4	22,241	7,547	2,013	1,847	1,161	2,104	1,844
Garland	77.1	.0314	39.4	8.1	14.1	18.2	37.6	32.1	464,754	99,206	51,642	87,421	16,916	85,867	13,150
Grant	14.2	.0058	34.6	8.7	15.1	22.7	26.6	5.1	33,568	10,324	2,374	4,603	471	3,973	1,581
Greene	32.8	.0134	34.6	9.2	15.5	20.1	29.3	12.3	158,485	30,588	10,149	23,083	6,105	22,434	4,962
Hempstead	23.9	.0097	35.8	8.4	13.8	18.9	32.1	8.5	86,307	28,805	5,486	9,280	3,017	13,020	2,785
Hot Spring	28.3	.0115	34.9	8.6	15.4	19.7	30.1	10.6	94,676	21,254	6,330	10,485	2,745	22,687	2,270
Howard	14.0	.0057	35.6	8.3	14.2	17.8	33.1	5.1	74,469	19,093	2,904	11,108	2,844	19,725	3,054
Independence	32.9	.0134	34.2	9.4	15.9	20.1	28.6	11.9	123,497	30,257	7,017	16,885	6,042	23,384	3,707
Izard	11.3	.0046	44.7	6.0	11.9	16.7	45.0	4.4	35,936	14,258	650	1,028	317	10,353	1,685
Jackson	20.3	.0083	34.8	8.7	14.6	18.9	30.9	7.6	105,555	28,195	9,022	10,856	4,063	19,271	3,961
Johnson	19.0	.0078	36.5	9.1	13.8	18.2	33.7	7.1	60,636	18,588	2,526	6,975	2,568	16,897	1,976
Lafayette	9.8	.0039	35.2	7.6	13.1	17.4	32.9	3.6	26,251	11,295	735	1,300	1,123	2,638	1,410
Lawrence	16.7	.0077	36.3	9.7	13.8	18.6	33.1	7.2	78,718	17,900	4,237	5,897	2,937	23,062	3,387
Lee	15.0	.0061	31.2	8.6	12.4	16.1	29.2	5.1	36,336	12,482	2,382	2,022	773	6,428	2,644
Lincoln	13.1	.0053	32.2	11.2	16.8	18.8	25.9	3.6	27,963	10,557	260	639	241	7,918	813
Little River	14.7	.0060	32.3	8.8	15.4	19.4	26.4	5.0	43,401	13,737	1,718	4,997	742	13,808	1,449
Logan	21.5	.0087	36.1	8.0	13.7	18.6	33.0	7.6	70,070	16,316	4,541	8,366	1,618	24,966	3,001
Madison	12.2	.0050	36.2	7.7	15.0	19.4	32.3	4.6	30,105	9,663	1,823	3,096	1,676	2,443	1,003
Marion	13.2	.0054	40.4	5.3	12.6	17.9	39.4	5.1	12,711	7,870	718	108	122	750	479
Mississippi	57.8	.0235	29.7	11.4	16.2	17.5	24.0	19.7	255,122	61,431	16,952	43,247	9,280	57,064	8,953
Monroe	12.2	.0050	34.1	8.5	12.8	16.8	32.7	4.5	37,451	14,891	4,980	8,385	1,494	10,020	1,398
Montgomery	8.5	.0034	39.4	7.7	13.3	19.6	36.6	3.4	18,810	5,559	1,431	1,050	456	2,670	303
Nevada	10.8	.0044	35.9	8.6	13.5	16.9	34.2	3.8	32,211	10,981	1,305	2,430	2,001	7,483	1,253

We're America's Fastest Growing Newspaper

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Also, in a continuing market study conducted in September and October of 1987 by the Belden Company, the Arkansas Democrat led in Sunday readership in the Little Rock/North Little Rock MSA. The Democrat led with 217,000 readers versus 208,000 readers for the Arkansas Gazette.

The facts are clear. Your advertising placement needs to be in the newspaper that more and more Arkansans are turning to.

Arkansas Democrat
Arkansas' Newspaper

For more detailed demographic information contact Dick Browning, National Advertising Manager (501) 378-3447
Represented nationally by Branham Newspaper Sales
*Source: Audit Bureau of Circulations, FAS-FAX, United States Newspapers, March 31, 1988

ARK. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Newton	8.5	.0035	33.8	8.0	16.1	20.0	28.2	3.1	6,004	3,249	617		105	147	171
Ouachita	33.5	.0136	35.7	8.7	14.6	18.1	32.7	12.6	210,561	56,591	12,483	21,719	9,816	46,026	9,279
Perry	8.4	.0035	34.7	7.6	14.5	19.5	30.1	2.9	10,741	5,941	555		108	612	356
Phillips	32.4	.0131	30.8	9.0	13.0	16.8	27.7	10.9	149,935	42,451	6,093	15,877	5,300	40,659	6,624
Pike	10.8	.0044	36.2	8.7	14.1	19.5	32.2	4.1	32,358	11,274	865	2,328	613	5,193	1,540
Poinsett	26.2	.0107	33.7	9.0	14.9	19.8	28.3	9.4	84,295	21,538	5,556	8,321	2,980	11,478	6,445
Polk	17.9	.0073	38.2	7.4	12.5	19.5	35.0	6.5	75,459	22,384	3,922	10,568	2,719	17,145	2,868
Pope	45.0	.0183	32.3	12.0	16.2	20.2	25.4	16.6	319,296	66,935	23,528	41,207	13,757	83,338	9,085
Prairie	9.8	.0040	35.3	8.8	13.9	19.2	31.3	3.7	28,409	5,870	1,330	342	482	7,629	1,762
Randolph	17.3	.0070	35.9	8.2	13.9	19.5	31.7	6.5	42,141	15,961	2,313	3,265	1,974	7,136	1,166
St. Francis	30.3	.0124	29.9	9.3	14.7	17.1	25.3	10.0	130,284	29,985	8,101	13,397	5,596	14,681	4,805
Scott	10.5	.0043	37.7	7.8	12.6	21.3	32.9	4.1	24,750	4,726	2,111	5,522	764	5,907	1,873
Searcy	9.0	.0036	37.9	7.4	13.8	19.3	34.6	3.6	17,760	5,219	827	1,327	502	2,163	1,030
Sevier	14.5	.0059	35.2	8.1	14.7	20.0	30.4	5.4	39,630	4,551	2,698	8,151	706	6,904	3,265
Sharp	16.2	.0066	43.2	6.9	11.4	16.0	43.2	6.4	27,238	7,260	2,477	3,228	2,699	3,317	944
Stone	10.0	.0041	37.0	7.3	14.5	20.9	32.1	3.7	31,019	7,951	1,957	3,784	541	11,072	402
Union	49.4	.0201	35.0	9.0	15.0	18.0	32.1	18.5	263,212	68,505	17,624	17,166	14,322	57,648	11,195
Van Buren	15.8	.0064	40.5	6.5	12.7	18.0	38.9	6.2	45,398	16,096	2,738	1,038	1,468	11,885	1,642
White	54.5	.0222	33.2	12.4	14.3	19.4	28.1	19.3	238,200	54,983	15,370	18,289	8,220	81,745	8,885
Woodruff	10.3	.0042	33.7	8.7	14.0	16.1	32.0	3.7	28,466	7,906	872	1,008	968	6,983	2,124
Yell	18.2	.0074	37.2	8.2	13.8	19.7	33.4	6.9	48,084	8,380	3,119	6,341	892	8,997	2,955
TOTAL METRO COUNTIES	**949.1**	**.3864**	**31.3**	**11.5**	**17.8**	**19.3**	**24.2**	**346.8**	**5,864,180**	**1,259,349**	**475,549**	**803,868**	**273,982**	**1,140,452**	**150,638**
TOTAL STATE	**2,420.0**	**.9852**	**33.4**	**10.2**	**15.8**	**18.9**	**28.6**	**890.3**	**12,129,763**	**2,851,711**	**886,842**	**1,611,812**	**519,764**	**2,473,750**	**378,847**

ARK.

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,190,367**	**20,718**	**27.0**	**27.5**	**12.9**	**11.2**	**.0409**
Washington	1,190,367	20,718	27.0	27.5	12.9	11.2	.0409
• Fayetteville	474,232	18,225	[illegible]	22.7	15.8	12.5	[illegible]
• Springdale	304,098	23,957	24.8	30.6	17.0	15.2	[illegible]
SUBURBAN TOTAL	412,037	21,136	27.5	30.8	12.4	9.7	.0100
FORT SMITH	**1,901,094**	**20,038**	**26.7**	**27.2**	**13.3**	**9.6**	**.0628**
Crawford	407,993	20,692	25.7	31.1	12.9	7.8	.0121
Sebastian	1,256,415	22,108	25.4	27.3	15.5	12.2	.0424
• Fort Smith	987,926	22,168	25.4	26.6	15.1	13.3	.0354
Sequoyah, Okla.	*236,686*	*14,088*	*32.2*	*22.5*	*6.6*	*3.4*	*.0083*
SUBURBAN TOTAL	913,168	18,419	27.9	27.7	11.8	6.5	.0274
LITTLE ROCK - NORTH LITTLE ROCK	**6,455,121**	**24,957**	**22.8**	**27.3**	**17.0**	**16.0**	**.2053**
Faulkner	623,225	23,126	24.8	26.8	16.7	12.9	.0191
Lonoke	350,823	18,865	26.1	26.7	13.3	7.2	.0115
Pulaski	4,896,097	26,135	22.2	26.7	17.3	18.4	.1573
• Jacksonville	332,410	25,004	27.4	33.8	16.6	12.9	.0108
• Little Rock	2,768,959	25,843	22.2	26.0	16.2	19.6	.0923
• North Little Rock	882,413	25,791	21.3	25.8	16.5	18.9	.0326
Saline	584,976	23,690	23.5	31.5	18.2	8.2	.0174
SUBURBAN TOTAL	2,471,339	23,941	23.5	27.9	18.1	12.1	.0696
PINE BLUFF	**864,529**	**19,861**	**23.5**	**23.7**	**13.6**	**12.5**	**.0302**
Jefferson	864,529	19,861	23.5	23.7	13.6	12.5	.0302
• Pine Bluff	680,725	18,760	23.9	23.2	12.4	12.0	.0256
SUBURBAN TOTAL	183,804	25,383	22.3	25.9	18.7	14.4	.0046
TEXARKANA	**1,236,537**	**20,577**	**23.8**	**26.2**	**14.7**	**10.3**	**.0448**
Miller	417,072	21,925	22.4	25.8	15.8	12.0	.0134
• Texarkana	247,835	20,950	23.4	24.9	16.1	11.0	.0093
Bowie, Tex.	*819,465*	*20,034*	*24.4*	*26.2*	*14.3*	*9.5*	*.0314*
• *Texarkana*	*337,524*	*18,138*	*25.9*	*24.3*	*12.0*	*9.1*	*.0170*
SUBURBAN TOTAL	651,178	22,078	22.7	27.6	15.9	10.7	.0185
OTHER COUNTIES							
Arkansas	225,114	17,716	27.3	23.9	11.1	9.5	.0075
Ashley	258,855	20,787	20.8	23.7	16.3	11.0	.0079
Baxter	369,334	20,309	31.3	30.2	12.9	7.8	.0111
Benton	1,067,156	22,459	26.9	31.2	14.6	10.3	.0323
Boone	271,748	16,560	32.2	24.1	9.4	6.7	.0100
Bradley	120,043	16,881	24.0	23.9	12.1	6.8	.0038

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Calhoun	55,341	17,977	23.6	25.1	14.4	6.4	.0016
Carroll	175,291	16,580	32.0	25.2	8.8	5.9	.0061
Chicot	114,720	12,217	26.6	17.8	6.2	6.7	.0041
Clark	201,915	16,582	26.6	23.8	12.1	6.6	.0075
Clay	162,737	14,468	32.3	21.2	8.3	4.2	.0051
Cleburne	193,648	17,568	30.2	25.4	9.4	7.9	.0060
Cleveland	75,050	17,905	26.4	22.4	15.0	8.3	.0020
Columbia	296,554	20,429	23.7	24.1	14.0	12.8	.0089
Conway	193,732	19,769	23.8	25.3	13.6	10.6	.0076
Craighead	682,692	20,184	27.1	28.1	13.0	9.4	.0251
☐ Crittenden	410,386	16,737	25.3	23.0	12.8	7.1	.0187
• West Memphis	258,272	19,229	24.2	25.9	14.6	7.9	.0125
Cross	168,111	17,194	28.5	26.0	9.9	6.7	.0059
Dallas	108,768	18,972	26.6	28.2	11.3	7.9	.0033
Desha	160,685	15,016	27.1	19.1	11.5	8.1	.0073
Drew	181,175	19,536	24.8	23.4	13.6	11.9	.0056
Franklin	158,888	20,228	27.1	29.2	13.3	8.0	.0046
Fulton	75,496	13,027	36.3	19.3	4.3	1.7	.0025
Garland	947,029	20,322	26.2	25.1	13.6	11.8	.0301
Grant	140,025	21,457	21.4	29.2	14.3	9.4	.0040
Greene	325,884	19,698	27.3	27.9	13.7	7.5	.0105
Hempstead	206,647	17,125	27.0	25.0	12.9	6.5	.0068
Hot Spring	262,705	18,508	26.2	26.0	14.2	6.2	.0082
Howard	119,229	17,016	27.0	27.2	10.2	5.1	.0046
Independence	301,178	18,843	28.8	27.3	12.7	7.1	.0097
Izard	94,848	15,646	31.0	24.6	8.7	4.5	.0031
Jackson	181,991	16,422	28.2	24.0	9.0	7.3	.0065
Johnson	161,254	15,897	30.8	25.0	7.9	5.4	.0053
Lafayette	89,162	16,506	24.6	20.0	12.3	10.0	.0027
Lawrence	154,646	15,073	29.9	23.4	8.0	4.9	.0054
Lee	97,175	11,844	27.4	17.1	7.0	4.7	.0034
Lincoln	84,064	15,294	27.4	21.7	9.8	5.7	.0030
Little River	143,656	20,214	21.7	24.1	12.8	13.4	.0043
Logan	188,778	17,140	30.4	23.5	10.4	7.9	.0060
Madison	93,789	15,538	31.6	26.6	7.8	2.4	.0030
Marion	122,426	16,606	31.3	24.5	8.8	7.6	.0033
Mississippi	498,206	17,722	29.3	25.2	11.1	7.5	.0175
Monroe	86,414	12,350	26.2	18.4	7.2	5.1	.0034
Montgomery	69,473	15,093	32.1	24.4	7.8	3.6	.0021
Nevada	84,286	15,336	30.3	21.6	10.3	4.9	.0028
Newton	51,719	12,216	34.0	18.5	5.2	2.0	.0016

ARK. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Ouachita	318,116	17,751	25.3	23.2	13.2	8.4	.0118
Perry	62,045	16,197	29.4	27.3	9.8	3.2	.0018
Phillips	232,629	13,112	24.6	19.3	9.4	6.0	.0093
Pike	76,135	13,327	32.8	20.1	6.1	3.3	.0026
Poinsett	212,877	15,674	30.5	24.1	7.0	6.4	.0072
Polk	150,705	15,473	31.0	22.7	8.3	5.4	.0051
Pope	435,729	18,681	27.6	25.7	12.6	8.3	.0167
Prairie	77,194	14,353	29.5	21.2	7.4	5.4	.0027
Randolph	144,474	15,986	31.0	25.8	8.0	5.1	.0044
St. Francis	225,044	14,570	26.0	22.7	8.8	6.5	.0086
Scott	86,127	14,558	33.7	21.8	7.7	4.3	.0026
Searcy	51,706	9,927	31.0	12.5	4.4	1.7	.0019
Sevier	137,951	19,273	25.5	26.2	14.2	8.1	.0041
Sharp	135,265	14,947	34.3	22.4	6.4	5.0	.0039
Stone	66,732	12,156	31.8	16.3	7.7	2.9	.0025
Union	478,396	17,803	24.4	23.6	12.7	9.0	.0165
Van Buren	122,477	14,951	32.2	22.9	7.0	3.8	.0041
White	469,509	17,284	28.6	25.5	11.0	6.6	.0165
Woodruff	70,289	12,447	28.2	20.9	5.1	4.0	.0024
Yell	163,178	17,076	29.6	25.4	10.1	6.4	.0050
TOTAL METRO COUNTIES	11,001,883	22,939	23.9	26.9	15.6	13.7	.3630
TOTAL STATE	24,543,098	19,347	26.3	25.6	12.9	10.0	.8158

California

S&MM ESTIMATES

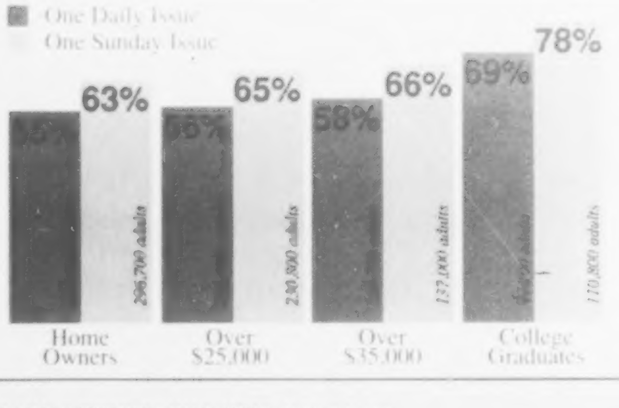
POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ANAHEIM - SANTA ANA	**2,230.3**	**.9080**	**31.9**	**12.1**	**19.2**	**22.4**	**21.8**	**793.5**
Orange	2,230.3	.9080	31.9	12.1	19.2	22.4	21.8	793.5
• Anaheim	247.0	.1006	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buena Park	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Costa Mesa	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Cypress	44.5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Fountain Valley	55.9	[illegible]	[illegible]	[illegible]	[illegible]	30.8	[illegible]	[illegible]
Fullerton	112.5	.0458	32.0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Garden Grove	138.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Huntington Beach	189.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Irvine	94.6	[illegible]	30.6	[illegible]	24.2	[illegible]	[illegible]	[illegible]
La Habra	[illegible]	[illegible]	32.2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Newport Beach	69.0	.0281	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Orange	104.0	.0423	31.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Santa Ana	238.5	.0971	26.7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Westminster	76.9	.0313	32.0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	1,744.8	.7103	32.6	11.2	18.9	23.2	22.1	628.2
BAKERSFIELD	**511.0**	**.2080**	**31.0**	**11.1**	**17.6**	**19.2**	**23.7**	**180.0**
Kern	511.0	.2080	31.0	11.1	17.6	19.2	23.7	180.0
• Bakersfield	159.7	.0650	30.4	12.0	20.1	18.6	21.8	60.3
SUBURBAN TOTAL	351.3	.1430	31.3	10.6	16.3	19.5	24.5	119.7
CHICO	**175.1**	**.0713**	**33.8**	**13.7**	**17.4**	**16.4**	**31.4**	**70.3**
Butte	175.1	.0713	33.8	13.7	17.4	16.4	31.4	70.3
• Chico	33.7	.0137	25.8	32.6	20.5	13.3	18.2	13.6
SUBURBAN TOTAL	141.4	.0576	36.6	9.1	16.5	17.5	34.6	56.7
FRESNO	**600.8**	**.2446**	**30.9**	**11.8**	**18.3**	**18.9**	**23.6**	**214.5**
Fresno	600.8	.2446	30.9	11.8	18.3	18.9	23.6	214.5
• Fresno	302.3	.1231	30.4	13.1	20.5	17.0	23.6	115.4
SUBURBAN TOTAL	298.5	.1215	31.5	10.6	16.2	20.8	23.6	99.1
LOS ANGELES - LONG BEACH	**8,544.0**	**3.4785**	**32.2**	**11.5**	**19.2**	**20.5**	**24.1**	**3,097.1**
Los Angeles	8,544.0	3.4785	32.2	11.5	19.2	20.5	24.1	3,097.1
Alhambra	74.0	.0301	34.1	[illegible]	19.9	17.2	30.9	29.5
Arcadia	49.9	.0203	40.0	8.4	12.1	24.2	34.3	19.2
Baldwin Park	63.9	.0260	25.6	11.8	18.5	18.0	16.4	17.4
Bellflower	60.9	.0248	32.4	13.9	15.9	17.9	27.2	24.4
• Burbank	92.3	.0376	37.6	9.6	17.1	21.4	32.6	38.3
Carson	89.5	.0364	30.3	10.6	15.9	24.5	18.0	25.0
Cerritos	59.3	.0241	30.6	7.5	16.5	30.9	11.1	16.3
Compton	96.9	.0395	24.8	15.2	16.2	19.0	14.5	24.7
Downey	88.0	.0358	36.2	11.3	16.5	20.6	31.2	34.6
El Monte	98.3	.0400	27.1	13.1	18.6	16.7	18.6	29.6
Gardena	51.2	.0208	33.2	10.9	19.8	21.4	25.0	19.1
Glendale	159.9	.0651	37.8	9.7	17.4	20.9	33.3	67.9
Hawthorne	62.9	.0256	32.1	12.5	21.0	20.9	22.9	25.5
Huntington Park	55.3	.0225	27.5	13.3	19.7	16.4	18.7	17.9
Inglewood	105.6	.0430	30.0	11.9	23.6	19.5	18.7	40.3

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture-Furnish.-Appliance ($000)	Automotive ($000)	Drug ($000)
ANAHEIM - SANTA ANA	**17,071,107**	**3,125,754**	**2,141,980**	**1,908,454**	**815,292**	**3,983,184**	**556,313**
Orange	17,071,107	3,125,754	2,141,980	1,908,454	815,292	3,983,184	556,313
• Anaheim	[illegible]	[illegible]	324,998	278,194	127,798	362,349	64,756
Buena Park	[illegible]	108,504	36,982	89,843	18,336	237,837	35,912
Costa Mesa	[illegible]	142,131	120,162	220,078	67,750	467,765	17,806
Cypress	[illegible]	[illegible]	27,810	[illegible]	5,398	36,770	7,022
Fountain Valley	[illegible]	[illegible]	36,911	[illegible]	22,021	16,867	14,050
Fullerton	[illegible]	161,554	[illegible]	124,156	27,895	219,964	34,663
Garden Grove	[illegible]	[illegible]	[illegible]	[illegible]	34,105	234,803	33,859
Huntington Beach	[illegible]	245,418	34,232	[illegible]	82,992	285,846	45,610
Irvine	[illegible]	[illegible]	94,519	[illegible]	[illegible]	302,127	22,403
La Habra	[illegible]	55,201	41,610	[illegible]	23,141	78,636	21,524
Newport Beach	[illegible]	115,285	[illegible]	[illegible]	17,433	229,545	22,409
Orange	[illegible]	146,712	[illegible]	[illegible]	[illegible]	239,096	29,877
• Santa Ana	[illegible]	317,405	[illegible]	[illegible]	115,586	510,300	53,761
Westminster	[illegible]	[illegible]	49,659	119,763	43,028	200,112	15,851
SUBURBAN TOTAL	[illegible]	2,447,388	1,630,795	1,544,210	571,908	3,110,535	437,796
BAKERSFIELD	**2,946,526**	**708,339**	**314,392**	**247,225**	**146,251**	**663,858**	**119,381**
Kern	2,946,526	708,339	314,392	247,225	146,251	663,858	119,381
• Bakersfield	1,686,187	257,692	170,392	209,935	113,501	511,500	75,926
SUBURBAN TOTAL	1,260,339	450,647	144,000	37,290	32,750	152,358	43,455
CHICO	**1,016,121**	**283,178**	**106,089**	**97,667**	**48,397**	**173,512**	**64,272**
Butte	1,016,121	283,178	106,089	97,667	48,397	173,512	64,272
• Chico	450,444	114,966	59,552	19,480	32,038	89,039	17,273
SUBURBAN TOTAL	565,677	168,212	46,537	78,187	16,359	84,473	46,999
FRESNO	**3,361,246**	**709,499**	**307,870**	**368,416**	**180,206**	**758,956**	**185,998**
Fresno	3,361,246	709,499	307,870	368,416	180,206	758,956	185,998
• Fresno	2,243,722	379,028	202,292	343,967	142,540	492,335	118,477
SUBURBAN TOTAL	1,117,524	330,471	105,578	24,449	37,666	266,621	67,521
LOS ANGELES - LONG BEACH	**56,746,834**	**10,818,796**	**6,351,730**	**5,783,581**	**4,255,716**	**12,259,894**	**2,119,993**
Los Angeles	56,746,834	10,818,796	6,351,730	5,783,581	4,255,716	12,259,894	2,119,993
Alhambra	550,901	82,162	36,055	45,441	37,853	260,065	16,560
Arcadia	561,842	106,978	72,877	123,116	26,399	58,365	27,819
Baldwin Park	149,932	40,773	14,989	8,881	5,264	27,139	6,090
Bellflower	451,029	89,585	37,739	33,341	27,551	126,234	17,484
• Burbank	660,396	155,393	91,642	77,161	50,491	141,643	35,616
Carson	623,673	105,504	33,624	116,004	27,844	172,248	13,006
Cerritos	880,588	101,710	50,194	265,755	49,739	193,657	18,927
Compton	266,031	61,192	21,752	9,771	5,955	76,054	21,072
Downey	1,018,119	120,917	74,010	112,268	52,180	465,141	25,949
El Monte	635,956	110,428	45,324	46,084	25,547	274,164	20,052
Gardena	532,680	145,728	45,744	55,800	17,542	134,878	24,467
Glendale	1,366,481	215,037	127,183	187,688	109,328	405,471	34,856
Hawthorne	434,298	77,864	39,280	64,386	39,712	50,305	29,753
Huntington Park	294,759	69,249	19,488	8,455	26,548	79,634	15,483
Inglewood	608,977	97,588	59,857	42,605	36,602	213,022	45,215

CAL. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Lakewood	78.0	.0315	33.1	10.2	18.4	21.4	25.2	26.7	569,855	130,555	62,147	131,062	32,009	130,277	20,034
La Mirada	45.1	.0176	32.2	13.9	18.2	23.7	22.3	[illegible]	270,546	[illegible]	27,671	43,875	8,722	23,523	7,180
Lancaster	67.0	.0273	32.4	10.4	16.7	21.8	23.9	24.2	636,453	90,346	44,112	123,040	46,550	156,644	36,449
• Long Beach	410.4	.1671	33.2	12.2	20.3	17.0	29.4	170.6	2,363,744	472,568	319,742	147,090	170,052	550,163	83,838
• Los Angeles	3,364.2	1.3697	32.6	11.9	20.2	20.8	24.8	[illegible]	[illegible]	4,248,760	2,706,232	2,003,186	1,866,421	3,844,630	820,305
Lynwood	57.1	.0232	26.5	[illegible]	14.8	[illegible]	[illegible]	[illegible]	275,172	86,947	14,770	33,688	9,709	6,942	13,966
Montebello	58.6	.0239	32.1	12.1	17.6	18.9	[illegible]	[illegible]	330,191	73,071	41,176	20,605	28,943	63,719	23,485
Monterey Park	63.9	.0256	33.4	[illegible]	18.2	20.7	26.4	[illegible]	324,473	91,350	41,479	11,674	14,669	70,604	21,176
Norwalk	92.6	.0377	29.2	12.2	18.2	19.2	[illegible]	[illegible]	481,058	94,533	39,769	30,600	17,375	177,377	20,741
• Pasadena	133.7	.0544	33.5	[illegible]	20.0	18.1	29.8	52.9	[illegible]	[illegible]	141,318	232,504	93,675	319,510	36,571
Pico Rivera	58.4	.0235	29.6	[illegible]	18.8	19.4	[illegible]	[illegible]	[illegible]	[illegible]	31,083	29,061	5,170	8,318	10,934
• Pomona	117.8	.0475	28.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	93,741	32,885	220,355	24,788
Redondo Beach	66.0	.0269	[illegible]	[illegible]	27.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	54,901	55,310	7,206	12,151
Rosemead	49.0	.0199	29.6	[illegible]	[illegible]	[illegible]	22.3	[illegible]	[illegible]	46,175	26,928	48,409	14,779	30,240	8,329
Santa Monica	97.8	.0397	35.9	9.8	25.2	[illegible]	[illegible]	48.2	[illegible]	100,678	169,971	99,308	118,412	467,554	41,173
South Gate	83.1	.0338	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	441,859	86,003	20,742	16,354	14,964	106,112	23,171
Torrance	141.4	.0576	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	254,746	164,677	326,098	190,227	390,148	47,063
West Covina	99.9	.0405	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	862,791	124,516	77,509	136,243	84,115	235,341	30,437
Whittier	75.0	.0305	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	717,240	109,334	45,481	81,682	39,404	260,462	20,075
SUBURBAN TOTAL	4,425.9	1.8019	30.7	[illegible]	18.5	21.1	23.9	1,521.7	29,989,165	5,629,229	3,023,953	3,284,879	2,042,192	7,183,593	1,118,875
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*13,578.1*	*5.5280*	*32.1*	*11.4*	*19.0*	*20.6*	*23.9*	*4,877.5*	*89,651,735*	*17,559,163*	*10,035,294*	*9,559,505*	*5,886,252*	*19,650,442*	*3,269,639*
MERCED	172.4	.0702	29.4	12.1	17.6	18.9	21.2	55.9	844,645	197,066	78,783	103,370	24,436	185,970	45,695
Merced	172.4	.0702	29.4	12.1	17.6	18.9	21.2	55.9	844,645	197,066	78,783	103,370	24,436	185,970	45,695
• Merced	50.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	513,149	91,988	37,684	89,636	18,592	141,560	30,553
SUBURBAN TOTAL	122.0	.0497	28.5	[illegible]	16.9	19.4	21.2	37.7	331,496	105,078	41,099	13,734	5,844	44,410	15,142
MODESTO	330.5	.1346	31.8	10.7	17.7	19.5	24.9	116.0	1,919,416	463,704	170,483	231,519	138,804	320,623	113,714
Stanislaus	330.5	.1346	31.8	10.7	17.7	19.5	24.9	116.0	1,919,416	463,704	170,483	231,519	138,804	320,623	113,714
• Modesto	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	98,947	212,868	68,441
• Turlock	35.6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	25,984	9,470	22,621	51,220	21,994
SUBURBAN TOTAL	153.7	.0626	31.9	[illegible]	15.5	18.8	27.2	51.4	421,971	137,592	36,193	18,332	17,236	56,535	23,279
OAKLAND	1,978.4	.8054	32.9	11.0	19.8	21.6	24.2	764.7	13,828,009	2,676,025	1,404,994	1,587,233	831,058	2,973,432	571,137
Alameda	1,231.6	.5014	32.6	11.8	20.5	20.8	24.4	483.0	8,648,295	1,592,895	966,568	930,807	483,215	1,932,055	337,205
Alameda	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	26,951	112,596	31,246
• Berkeley	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	149,768	118,186	3,091	76,801	143,794	25,356
Fremont	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	37,285	50,819	293,555	38,787
Hayward	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	86,913	43,847	331,740	39,249
• Livermore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3,959	11,241	86,838	19,477
• Oakland	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	151,506	120,027	539,699	84,865
San Leandro	67.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	64,631	167,494	45,194	137,031	23,380
Contra Costa	746.8	.3040	33.5	[illegible]	18.5	[illegible]	24.0	281.7	5,179,714	[illegible]	438,426	656,426	347,843	1,041,377	233,932
Antioch	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	59,435	8,430	70,741	18,866
Concord	104.9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	192,588	106,640	335,022	38,860
Richmond	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	76,679	36,313	100,688	42,982	104,433	5,905
Walnut Creek	61.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	38,450	99,521	46,191	308,994	32,115
SUBURBAN TOTAL	1,454.5	.5921	33.2	10.4	18.9	22.5	24.0	544.5	10,386,443	2,016,182	980,130	1,426,727	612,993	2,203,101	441,439
OXNARD - VENTURA	632.3	.2574	31.0	10.6	18.5	21.8	20.6	208.7	3,736,796	820,933	305,419	451,293	186,840	916,917	148,751
Ventura	632.3	.2574	31.0	10.6	18.5	21.8	20.6	208.7	3,736,796	820,933	305,419	451,293	186,840	916,917	148,751
• Oxnard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	117,280	[illegible]	189,116	27,667
Simi Valley	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	76,745	17,794	49,988	23,255



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CAL. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Thousand Oaks	99.1	.0403	31.8	9.8	18.4	26.7	17.4	33.3	904,178	161,518	67,397	113,667	45,128	285,285	34,456
• Ventura	88.5	.0360	33.8	10.2	18.9	20.2	27.4	35.2	868,564	134,185	67,944	123,263	56,682	281,668	22,289
SUBURBAN TOTAL	412.4	.1679	31.2	10.1	18.3	23.1	19.9	132.8	2,110,687	546,484	175,845	210,748	89,603	446,133	98,795
REDDING	**137.4**	**.0559**	**33.5**	**9.3**	**17.5**	**21.3**	**26.0**	**51.5**	**857,894**	**211,025**	**70,736**	**81,703**	**34,254**	**147,923**	**54,763**
Shasta	137.4	.0559	33.5	9.3	17.5	21.3	26.0	51.5	857,894	211,025	70,736	81,703	34,254	147,923	54,763
• Redding	52.2	.0213	32.7	11.6	18.6	19.7	26.1	21.0	625,260	101,668	53,545	76,515	31,235	130,608	44,862
SUBURBAN TOTAL	85.2	.0346	34.0	7.9	16.7	22.2	26.1	30.5	232,634	109,357	17,191	5,188	3,019	17,315	9,901
RIVERSIDE - SAN BERNARDINO	**2,171.5**	**.8841**	**32.2**	**10.6**	**17.8**	**18.7**	**26.3**	**778.2**	**12,096,998**	**2,793,680**	**1,236,165**	**1,416,177**	**628,404**	**2,490,447**	**444,582**
Riverside	938.3	.3820	34.1	9.7	16.5	18.1	30.4	344.4	5,540,173	1,323,115	553,502	575,186	260,848	1,256,184	204,543
• Palm Springs	31.3	.0127	46.9	7.7	13.6	17.7	46.7	14.9	414,680	69,513	62,723	31,911	19,400	89,131	17,070
• Riverside	210.4	.0857	30.2	12.4	20.4	19.7	21.8	75.7	1,608,057	268,499	129,877	264,403	89,113	467,567	46,778
San Bernardino	1,233.2	.5021	30.9	11.4	18.6	19.2	23.1	433.8	6,556,825	1,470,565	682,663	840,991	~~367~~,556	1,234,263	240,039
Chino	54.1	.0220	27.9	11.9	24.1	19.9	12.9	15.0	262,832	94,569	26,133	6,231	10,475	49,307	13,077
Ontario	120.0	.0489	28.5	11.6	22.0	17.4	18.5	40.4	716,462	157,546	63,625	54,482	24,088	203,448	20,021
Rancho Cucamonga	80.1	.0326	28.5	8.8	24.3	21.1	13.0	26.1	273,595	110,226	32,041	9,212	27,033	8,235	9,923
Redlands	56.7	.0231	32.7	11.3	17.9	20.4	25.5	20.9	431,171	69,297	43,599	72,519	21,335	129,001	8,413
• San Bernardino	145.4	.0592	31.4	12.6	18.1	17.4	26.1	53.9	1,539,686	210,649	149,872	356,817	117,499	295,902	47,043
Upland	60.4	.0246	32.8	10.8	18.2	21.6	27.4	22.6	399,796	68,605	42,782	55,476	20,725	84,993	30,170
SUBURBAN TOTAL	1,784.4	.7265	32.3	10.3	17.4	16.9	26.5	633.7	8,534,575	2,245,019	893,693	763,046	402,392	1,637,847	333,691
SACRAMENTO	**1,354.6**	**.5515**	**32.3**	**11.7**	**19.4**	**20.4**	**24.3**	**525.8**	**9,145,316**	**1,961,511**	**986,534**	**965,809**	**597,665**	**1,949,499**	**422,558**
El Dorado	116.5	.0474	33.3	9.0	21.4	21.2	25.1	43.5	574,314	165,203	71,762	19,819	21,373	75,757	47,094
Placer	151.3	.0616	34.2	9.1	17.6	22.6	26.0	56.4	1,112,102	261,213	137,290	12,790	30,542	314,897	60,001
• Roseville	31.9	.0130	32.9	10.4	16.8	19.4	21.1	12.3	415,360	68,010	36,969	2,094	11,946	177,390	22,777
Sacramento	957.2	.3897	32.2	11.5	19.5	20.2	24.3	377.5	6,800,206	1,348,585	693,077	923,311	519,896	1,420,455	269,996
• Sacramento	340.6	.1387	33.8	11.1	18.4	18.0	29.1	143.7	2,611,891	535,352	317,601	346,292	125,634	531,491	99,375
Yolo	129.6	.0528	29.7	18.0	19.7	18.4	21.2	48.4	658,694	186,410	84,405	9,889	25,854	138,390	45,467
• Davis	42.1	.0171	26.5	38.6	24.9	13.1	11.8	16.4	228,167	58,929	35,043	1,133	12,428	54,308	16,060
• Woodland	35.5	.0145	31.6	10.4	18.9	19.5	24.1	12.9	234,276	68,669	17,960	7,994	10,597	56,477	14,996
SUBURBAN TOTAL	904.5	.3682	32.1	11.2	19.5	21.6	22.7	340.5	5,655,602	1,230,551	578,961	608,296	437,060	1,129,833	269,350
SALINAS - SEASIDE - MONTEREY	**348.3**	**.1418**	**30.1**	**13.8**	**20.0**	**18.0**	**22.2**	**113.6**	**2,017,228**	**347,262**	**234,634**	**205,957**	**122,102**	**423,354**	**88,567**

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CAL. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Monterey	348.3	.1418	30.1	13.8	20.0	18.0	22.2	113.6	2,017,228	347,262	234,634	205,957	122,102	423,354	88,567
● Monterey	30.9	.0126	31.9	14.8	25.4	16.8	25.3	12.4	362,428	51,021	70,068	35,552	20,431	65,442	17,175
● Salinas	98.4	.0401	29.7	12.2	19.2	17.8	22.0	32.3	855,582	152,074	67,742	126,328	61,065	185,741	41,156
● Seaside	39.1	.0159	24.6	24.6	21.0	14.9	12.8	10.4	206,161	5,938	12,914	13,099	15,747	125,349	2,227
SUBURBAN TOTAL	1/9.9	.0732	31.3	12.0	19.2	19.2	23.8	58.5	593,057	138,229	83,910	30,978	24,859	46,822	28,009
SAN DIEGO	**2,313.9**	**.9421**	**31.3**	**14.3**	**19.7**	**18.9**	**23.8**	**840.0**	**15,293,123**	**2,910,511**	**1,773,375**	**1,708,468**	**958,405**	**3,527,420**	**533,608**
San Diego	2,313.9	.9421	31.3	14.3	19.7	18.9	23.8	840.0	15,293,123	2,910,511	1,773,375	1,708,468	958,405	3,527,420	533,608
Chula Vista	128.3	.0522	33.1	11.3	16.8	21.1	25.7	45.8	850,895	185,731	90,341	130,868	60,404	119,217	50,107
El Cajon	86.0	.0350	31.2	14.4	18.6	18.6	24.3	33.6	1,097,635	188,794	81,320	151,576	43,069	348,557	36,686
● Escondido	86.7	.0353	33.4	11.5	17.6	17.1	30.1	34.3	995,630	163,509	73,942	118,494	51,756	313,989	30,478
La Mesa	52.9	.0215	35.1	13.7	19.1	17.8	32.4	22.9	671,820	109,014	61,428	112,098	39,208	186,143	18,295
National City	59.2	.0241	26.2	20.7	19.9	14.3	18.3	17.7	854,411	112,121	50,740	125,885	34,783	389,079	15,706
Oceanside	103.8	.0423	31.4	15.1	17.7	15.6	28.0	39.6	566,747	101,004	82,686	106,081	27,576	96,291	18,565
● San Diego	1,059.0	.4311	30.8	15.7	21.0	18.4	22.8	393.8	6,897,680	1,217,821	930,379	764,974	546,719	1,307,142	250,979
SUBURBAN TOTAL	1,168.2	.4757	31.6	13.3	18.6	19.4	24.2	411.9	7,399,613	1,529,181	769,054	825,000	359,930	1,906,289	252,151
SAN FRANCISCO	**1,595.8**	**.6496**	**35.3**	**9.8**	**21.5**	**21.9**	**28.6**	**670.3**	**14,886,534**	**2,624,701**	**2,248,358**	**1,517,897**	**925,758**	**2,513,168**	**505,248**
Marin	226.3	.0921	35.2	8.5	21.4	25.9	24.5	94.8	2,102,418	420,320	243,307	162,128	144,256	437,526	78,153
Novato	45.9	.0187	32.1	9.6	20.4	25.0	19.1	17.1	293,504	80,165	29,136	3,541	8,886	64,177	20,561
San Rafael	45.8	.0186	35.9	10.3	20.1	23.5	28.0	20.1	872,704	94,444	61,242	120,554	87,875	266,313	24,265
San Francisco	748.0	.3045	35.8	10.1	23.4	20.0	31.1	332.7	7,330,148	1,177,574	1,428,485	701,620	392,852	887,637	211,914
● San Francisco	748.0	.3045	35.8	10.1	23.4	20.0	31.1	332.7	7,330,148	1,177,574	1,428,485	701,620	392,852	887,637	211,914
San Mateo	621.5	.2530	34.8	9.9	19.3	22.6	27.1	242.8	5,453,968	1,026,807	576,566	654,149	388,650	1,188,005	215,181
Daly City	83.8	.0341	32.6	11.1	20.1	21.7	23.6	29.5	700,823	83,386	64,530	158,488	81,539	117,193	31,320
Redwood City	58.1	.0237	34.1	10.8	21.2	20.0	28.1	24.7	746,086	127,865	77,496	40,708	41,841	260,583	25,265
San Mateo	82.8	.0337	37.4	9.4	18.1	21.0	32.8	35.9	914,793	149,627	89,717	176,800	55,860	106,668	52,584
South San Francisco	52.2	.0213	32.9	11.3	18.6	21.2	24.8	16.8	425,691	85,373	76,929	26,128	58,854	68,280	10,662
SUBURBAN TOTAL	847.8	.3451	34.9	9.5	19.8	23.5	26.4	337.6	7,556,386	1,447,127	819,873	816,277	532,906	1,625,531	293,334
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,996.4*	*2.4411*	*33.1*	*10.9*	*20.4*	*21.6*	*24.6*	*2,311.1*	*45,362,202*	*8,519,471*	*5,532,606*	*4,971,598*	*2,910,368*	*8,862,120*	*1,837,851*
SAN JOSE	1,422.8	.5793	31.5	11.9	20.2	22.7	20.2	502.9	10,772,138	1,880,007	1,207,482	1,341,034	809,440	2,278,437	445,858

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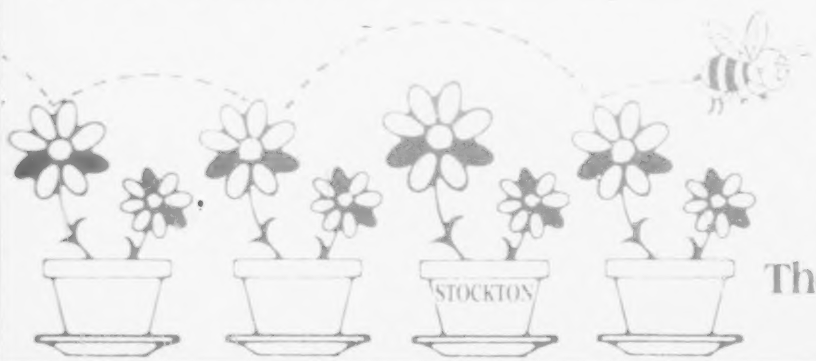
CAL. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
Santa Clara	1,422.8	.5793	31.5	11.9	20.2	22.7	20.2	502.9	10,772,138	1,850,007	1,207,482	1,341,034	809,440	2,278,437	445,858
Mountain View	62.7	.0255	32.7	13.5	26.9	20.0	23.9	29.4	694,087	109,178	70,748	176,521	88,879	55,721	41,839
• Palo Alto	57.1	.0232	37.0	8.8	20.0	23.6	29.9	23.3	765,636	92,514	103,131	102,679	39,104	151,504	12,961
• San Jose	727.2	.2963	29.8	11.9	20.9	22.3	16.7	243.5	4,686,839	908,042	456,812	658,679	274,157	933,332	197,194
Santa Clara	91.1	.0371	32.1	10.2	21.1	20.7	23.1	34.8	989,997	126,140	105,313	68,033	129,925	326,393	46,266
Sunnyvale	114.5	.0466	33.5	12.2	20.5	22.9	23.7	46.0	937,287	120,646	125,656	72,480	40,502	329,807	25,696
SUBURBAN TOTAL	638.0	.2597	33.1	12.3	19.5	23.2	23.1	236.1	5,319,663	879,451	647,539	579,676	496,179	1,193,601	235,703
SANTA BARBARA - SANTA MARIA - LOMPOC	**346.7**	**.1412**	**32.4**	**14.0**	**19.0**	**19.5**	**25.5**	**130.7**	**2,970,280**	**574,366**	**325,118**	**240,602**	**176,563**	**507,977**	**127,671**
Santa Barbara	346.7	.1412	32.4	14.0	19.0	19.5	25.5	130.7	2,970,280	574,366	325,118	240,602	176,563	507,977	127,671
• Lompoc	31.8	.0129	31.4	11.7	19.2	22.0	27.1	11.7	211,293	51,260	18,223	7,503	13,895	55,272	8,459
• Santa Barbara	82.2	.0335	35.3	11.7	22.7	16.3	34.0	36.8	1,007,205	187,445	141,604	88,198	71,420	168,070	38,491
• Santa Maria	52.7	.0215	30.7	12.8	17.8	17.6	24.7	19.3	797,318	94,495	54,740	105,798	32,959	182,447	32,282
SUBURBAN TOTAL	180.0	.0733	31.5	15.8	17.9	21.0	22.6	62.9	954,464	241,166	110,551	39,103	58,289	102,188	48,439
SANTA CRUZ	**229.2**	**.0933**	**32.5**	**11.7**	**22.2**	**18.3**	**26.1**	**85.5**	**1,338,805**	**303,894**	**161,783**	**96,110**	**78,338**	**255,060**	**57,705**
Santa Cruz	229.2	.0933	32.5	11.7	22.2	18.3	26.1	85.5	1,338,805	303,894	161,783	96,110	78,338	255,060	57,705
• Santa Cruz	47.3	.0193	31.5	17.6	23.9	[illegible]	26.5	18.7	528,662	101,472	68,523	35,607	30,022	129,751	15,843
SUBURBAN TOTAL	181.9	.0740	32.8	10.2	21.6	19.2	26.0	66.8	810,143	202,422	93,260	60,503	48,316	125,309	41,862
SANTA ROSA - PETALUMA	**358.7**	**.1460**	**33.7**	**9.3**	**19.9**	**19.9**	**27.5**	**141.9**	**2,303,239**	**528,699**	**238,995**	**236,301**	**141,601**	**379,970**	**131,340**
Sonoma	358.7	.1460	33.7	9.3	19.9	19.9	27.5	141.9	2,303,239	528,699	238,995	236,301	141,601	379,970	131,340
• Petaluma	40.1	.0164	33.7	8.7	18.6	22.8	23.5	14.8	528,285	77,594	35,033	36,755	13,760	47,829	23,163
• Santa Rosa	101.3	.0412	34.2	9.4	17.7	18.4	30.7	42.5	812,831	199,976	107,176	182,743	86,192	113,900	63,415
SUBURBAN TOTAL	217.3	.0884	33.6	9.2	20.2	20.5	27.1	84.6	962,123	251,129	96,786	16,803	41,649	218,241	44,762
STOCKTON	**454.2**	**.1849**	**32.3**	**10.7**	**17.3**	**19.1**	**26.3**	**155.1**	**2,373,867**	**510,288**	**255,395**	**251,830**	**137,259**	**523,478**	**130,969**
San Joaquin	454.2	.1849	32.3	10.7	17.3	19.1	26.3	155.1	2,373,867	510,288	255,395	251,830	137,259	523,478	130,969
• Lodi	46.9	.0191	36.2	9.8	16.6	19.5	32.2	17.9	351,059	71,445	35,027	19,562	21,546	95,025	26,681
• Stockton	190.0	.0774	31.1	11.4	16.9	18.1	24.4	66.6	1,270,543	236,787	144,387	196,035	73,367	275,344	52,624
SUBURBAN TOTAL	217.3	.0884	32.9	9.9	18.3	20.0	28.4	70.6	752,265	202,056	75,981	36,233	42,346	153,109	51,664
VALLEJO - FAIRFIELD - NAPA	**411.5**	**.1675**	**31.3**	**11.6**	**19.7**	**20.0**	**22.7**	**145.8**	**2,233,477**	**506,145**	**270,994**	**193,023**	**124,173**	**462,053**	**126,563**
Napa	108.0	.0439	35.6	10.0	16.8	20.2	[illegible]	41.5	562,134	151,339	75,062	43,235	31,272	82,508	28,735
• Napa	57.1	.0232	33.6	[illegible]	[illegible]	[illegible]	[illegible]	25.0	414,801	121,424	38,931	41,934	28,093	49,822	24,549
Solano	303.5	.1236	30.0	12.2	20.8	20.0	19.6	104.3	1,671,343	354,786	195,932	149,788	92,901	379,545	97,828
• Fairfield	72.8	.0296	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	23.4	455,841	55,950	49,007	71,690	24,708	122,098	17,323
Vacaville	[illegible]	[illegible]	[illegible]	[illegible]	23.4	[illegible]	[illegible]	[illegible]	297,472	67,164	59,442	[illegible]	17,884	81,157	19,724
• Vallejo	96.6	.0393	[illegible]	[illegible]	[illegible]	[illegible]	24.4	[illegible]	[illegible]	129,878	53,106	66,965	39,303	178,084	45,406
SUBURBAN TOTAL	185.0	.0754	32.0	10.5	20.1	20.8	22.7	54.3	717,803	198,893	129,950	12,434	32,069	112,049	39,285
VISALIA - TULARE - PORTERVILLE	**297.9**	**.1213**	**30.7**	**10.5**	**16.7**	**18.9**	**23.9**	**97.0**	**1,682,923**	**399,512**	**139,983**	**215,460**	**78,328**	**363,712**	**80,768**
Tulare	297.9	.1213	30.7	10.5	16.7	18.9	23.9	97.0	1,682,923	399,512	139,983	215,440	78,328	363,712	80,768
• Porterville	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	61,246	26,278
• Tulare	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	16,390
• Visalia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	28,036
SUBURBAN TOTAL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	38,287	11,064

Don't Pass Up This Sweet Market, Honey!

(The Bees Miss Stockton)



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The Stockton Record

Represented by Gannett National Newspaper Sales
Source: CA Dept of Finance & Center for Cont. Study of CA Economy

CAL. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
YUBA CITY	**117.3**	**.0478**	**31.3**	**11.7**	**17.2**	**20.3**	**23.4**	**42.9**	**625,865**	**144,721**	**60,048**	**97,747**	**34,057**	**119,969**	**25,315**
Sutter	61.3	.0250	32.7	10.7	16.2	21.7	24.6	22.4	357,177	73,769	35,387	53,112	22,679	72,665	10,248
• Yuba City	22.1	.0090	31.3	14.1	19.2	17.7	25.1	9.3	325,705	63,389	33,109	50,135	20,340	70,785	10,059
Yuba	56.0	.0228	29.9	12.7	18.4	18.6	22.0	20.5	268,688	70,952	24,661	44,635	11,378	47,304	15,067
SUBURBAN TOTAL	95.2	.0388	31.3	11.1	16.8	20.9	22.9	33.6	300,160	81,332	26,939	47,612	13,717	49,184	15,256
OTHER COUNTIES															
Alpine	1.4	.0006	30.1	15.7	20.7	23.1	16.9	.4	4,284	344	2,323	728			
Amador	26.1	.0106	38.8	10.1	14.2	19.0	36.2	10.4	177,558	49,292	12,009	2,630	4,824	58,439	6,508

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MC6 SMM 188

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(See page B-26)

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METRO & COUNTY TOTALS

CAL. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Calaveras	30.5	.0124	38.7	6.9	15.7	20.1	35.3	12.1	117,646	38,270	8,149	5,214	6,306	11,025	3,877
Colusa	15.1	.0062	34.1	9.0	15.9	18.8	29.7	5.5	64,105	20,475	7,853	'24	1,239	12,797	2,569
Del Norte	19.3	.0079	33.3	9.5	17.3	18.6	28.4	7.6	99,618	32,956	13,417	3,288	4,342	12,509	5,846
Glenn	23.7	.0097	33.8	9.2	15.6	19.3	28.9	8.6	109,241	27,793	13,134	3,027	3,618	19,057	2,545
Humboldt	116.2	.0473	31.4	13.4	21.2	18.5	23.9	45.9	810,425	211,146	73,354	40,150	34,418	134,973	54,942
Imperial	108.6	.0442	29.8	10.8	15.8	18.3	22.8	32.9	573,376	169,229	40,636	65,363	22,457	99,781	29,138
Inyo	18.8	.0077	37.5	7.5	15.5	20.2	33.5	7.7	176,553	43,071	17,989	3,863	5,806	28,187	4,674
Kings	89.6	.0365	29.4	12.9	17.1	18.6	21.8	27.9	350,749	73,662	40,782	32,248	18,257	74,200	26,156
Lake	52.6	.0214	43.9	6.1	13.6	16.4	44.1	22.1	220,112	88,042	14,326	13,034	4,788	34,194	19,723
Lassen	27.3	.0111	30.5	15.1	22.3	18.4	21.5	8.2	125,270	41,961	13,558	5,594	4,098	18,043	5,182
Madera	80.2	.0327	31.4	9.1	17.5	19.1	24.6	26.5	318,975	102,605	29,974	9,366	9,490	53,932	20,505
Mariposa	14.6	.0059	37.5	9.3	16.2	19.7	33.9	5.6	57,779	19,951	4,884		376	558	690
Mendocino	77.7	.0317	33.2	8.2	19.9	20.1	26.4	30.0	476,882	147,126	51,120	21,031	20,274	74,890	31,209
Modoc	9.3	.0037	35.7	6.8	16.5	19.7	31.3	3.6	38,320	10,968	3,975	747	281	4,819	1,224
Mono	9.4	.0039	29.4	16.0	28.6	19.7	14.2	3.9	81,190	21,842	22,060	870	2,786	1,428	450
Nevada	74.6	.0305	[illegible]	6.8	18.5	19.3	32.8	29.2	414,722	102,072	37,423	18,055	20,121	59,753	31,588
Plumas	20.5	.0084	34.4	8.1	18.6	20.1	28.7	8.2	100,912	25,188	8,707	8,627	1,786	19,718	4,652
San Benito	33.3	.0135	30.8	9.7	17.0	19.0	23.9	11.0	126,784	46,845	9,844	2,259	3,439	25,144	3,760
San Luis Obispo	201.9	.0822	32.5	15.9	19.3	16.8	28.3	75.7	1,125,149	270,004	161,498	56,175	48,697	198,256	53,903
Sierra	3.4	.0014	35.7	7.3	20.2	20.2	30.8	1.5	10,287	3,591	2,423		201	1,109	555
Siskiyou	44.1	.0179	[illegible]	8.2	18.2	19.4	29.1	17.2	223,820	76,466	21,607	5,115	8,715	23,915	20,126
Tehama	46.4	.0188	35.8	8.5	15.0	20.2	31.1	18.0	291,878	80,030	23,074	15,957	7,198	46,027	11,022
Trinity	14.0	.0057	34.4	6.6	19.0	20.9	27.9	5.5	51,379	18,026	6,281	2,944	1,680	1,201	2,501
Tuolumne	45.6	.0186	34.0	9.8	20.1	19.0	29.6	16.5	197,244	64,784	22,829	808	5,238	25,102	15,135
TOTAL METRO COUNTIES	26,734.6	10.8843	32.2	11.7	19.2	20.5	24.1	9,781.9	180,068,387	35,499,616	20,391,340	19,346,856	11,473,347	38,178,813	7,100,769
TOTAL STATE	27,939.0	11.3748	32.2	11.6	19.1	20.4	24.4	10,223.6	186,412,645	37,285,355	21,054,569	19,664,373	11,713,782	39,217,870	7,459,249

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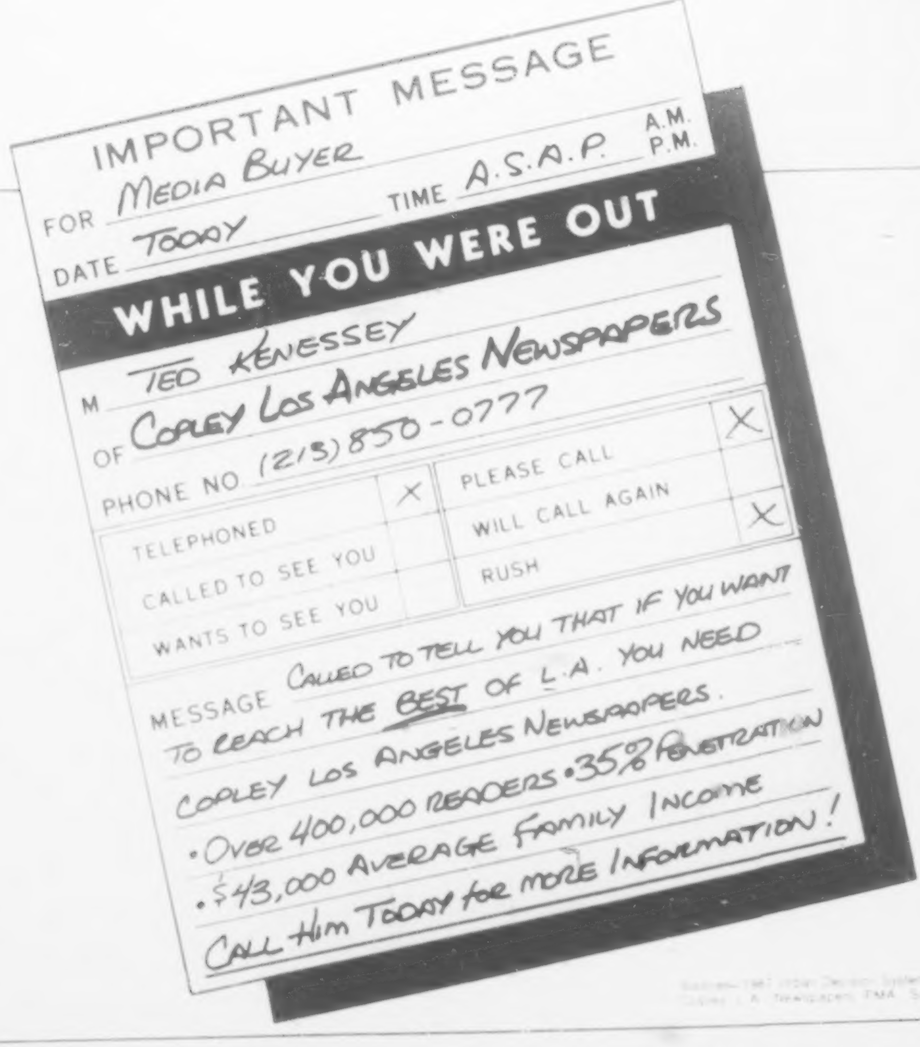
CAL.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA	**38,057,151**	**37,532**	**14.7**	**22.7**	**20.1**	**33.7**	**1.1072**
Orange	38,057,151	37,532	14.7	22.7	20.1	33.7	1.1072
• Anaheim	3,838,711	33,210	17.2	25.5	19.7	27.4	.1178
Buena Park	1,031,198	37,527	14.0	23.5	23.8	30.6	.0354
Costa Mesa	1,520,979	32,533	17.4	25.8	19.7	26.3	.0512
Cypress	740,161	46,112	9.6	18.6	22.7	43.6	.0186
Fountain Valley	924,206	49,317	8.1	17.1	22.8	48.7	.0259
Fullerton	1,996,702	35,502	15.6	23.6	18.2	32.6	.0573
Garden Grove	2,035,796	35,912	15.1	24.2	22.5	29.0	.0608
Huntington Beach	3,346,366	39,942	13.1	22.0	20.8	36.8	.0928
Irvine	2,032,199	50,977	6.9	17.9	20.3	51.6	.0523
La Habra	798,689	34,801	15.6	25.2	20.3	29.3	.0230
Newport Beach	1,959,166	43,946	12.8	19.2	14.9	44.1	.0531
Orange	1,671,394	36,893	15.2	22.4	20.0	32.8	.0556
• Santa Ana	2,872,866	30,446	19.0	26.6	20.8	21.4	.0961
Westminster	1,205,200	38,646	13.7	22.0	22.5	33.4	.0393
SUBURBAN TOTAL	31,345,574	39,161	13.9	21.9	19.9	38.1	.8910
BAKERSFIELD	**6,367,799**	**25,979**	**22.0**	**25.7**	**17.7**	**18.1**	**.1983**
Kern	6,367,799	25,979	22.0	25.7	17.7	18.1	.1983
• Bakersfield	2,283,863	29,187	19.2	24.8	19.3	21.3	.0814
SUBURBAN TOTAL	4,083,936	24,605	23.4	26.1	16.8	16.5	.1169
CHICO	**1,955,809**	**19,416**	**27.7**	**25.9**	**12.7**	**10.1**	**.0646**
Butte	1,955,809	19,416	27.7	25.9	12.7	10.1	.0646
• Chico	342,244	16,277	26.3	22.8	11.4	7.9	.0168
SUBURBAN TOTAL	1,613,565	20,105	28.2	26.6	13.0	10.7	.0478
FRESNO	**7,694,983**	**25,374**	**22.8**	**25.5**	**16.4**	**18.5**	**.2342**
Fresno	7,694,983	25,374	22.8	25.5	16.4	18.5	.2342
• Fresno	3,824,702	25,887	23.4	24.8	16.5	16.4	.1279
SUBURBAN TOTAL	3,870,281	27,282	22.1	26.3	16.4	21.1	.1063
LOS ANGELES - LONG BEACH	**130,015,864**	**30,059**	**18.9**	**23.1**	**16.9**	**26.2**	**3.8273**
Los Angeles	130,015,864	30,059	18.9	23.1	16.9	26.2	3.8273
Alhambra	1,102,445	28,199	20.5	26.0	18.7	21.0	.0339
Arcadia	1,065,551	41,888	14.1	18.5	16.3	42.4	.0316
Baldwin Park	607,199	28,893	18.3	29.2	21.5	16.6	.0176
Bellflower	599,330	29,601	18.7	25.0	21.2	20.5	.0278
• Burbank	1,610,184	31,826	18.2	25.3	18.7	27.0	.0455
[illegible]	[illegible]	41,742	12.1	20.1	23.1	37.7	.0384
[illegible]	[illegible]	[illegible]	4.7	13.6	22.2	56.8	.0371



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CAL. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Compton	796,995	23,817	22.3	24.5	16.4	16.5	.0255
Downey	1,531,569	34,606	17.1	24.1	19.6	29.8	.0509
El Monte	956,761	24,663	23.6	26.9	17.5	14.9	.0355
Gardena	766,846	32,096	16.9	25.9	19.8	25.3	.0265
Glendale	2,825,251	29,464	19.1	24.7	16.6	25.4	.0837
Hawthorne	981,750	30,550	19.1	26.8	19.7	23.4	.0289
Huntington Park	490,102	20,396	26.8	27.6	12.8	10.6	.0179
Inglewood	1,393,493	25,928	20.5	27.7	16.0	18.8	.0422
Lakewood	1,263,337	40,755	11.7	20.8	25.9	34.7	.0391
La Mirada	665,620	45,180	7.9	19.2	24.9	42.3	.0192
Lancaster	1,037,067	35,063	14.7	22.9	21.1	29.1	.0340
• Long Beach	6,473,246	26,465	20.8	23.6	16.5	21.5	.1804
• Los Angeles	51,057,375	26,293	21.0	22.8	14.8	23.5	1.4928
Lynwood	537,460	26,058	20.2	26.9	19.0	16.3	.0172
Montebello	790,896	30,577	17.4	25.2	18.0	25.3	.0236
Monterey Park	915,936	35,984	15.6	24.2	18.8	30.0	.0258
Norwalk	1,108,326	35,996	15.1	26.3	22.5	25.8	.0342
• Pasadena	2,247,033	27,890	20.6	23.0	15.0	24.9	.0714
Pico Rivera	659,750	32,355	16.7	26.9	22.0	23.6	.0194
• Pomona	1,353,923	27,375	20.6	25.5	19.0	19.1	.0443
Redondo Beach	1,338,477	38,776	12.8	22.9	21.7	34.5	.0342
Rosemead	539,265	27,498	20.9	26.1	19.0	19.9	[illegible]
Santa Monica	2,035,438	28,862	19.7	25.0	16.2	24.9	.0659
South Gate	910,298	25,157	22.5	26.1	19.2	15.4	.0277
Torrance	2,728,615	42,559	15.1	20.9	22.9	40.2	.0896
West Covina	1,610,256	41,744	11.8	21.6	22.9	38.8	[illegible]
Whittier	1,537,298	35,776	17.5	22.6	18.3	30.1	.0459
SUBURBAN TOTAL	67,273,903	33,538	16.8	23.2	18.8	29.1	1.9929
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*206,801,622*	*31,195*	*18.4*	*23.4*	*17.8*	*26.8*	*6.0748*

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MERCED	**1,712,244**	**21,560**	**27.0**	**27.5**	**14.3**	**12.0**	**.0571**
Merced	1,712,244	21,560	27.0	27.5	14.3	12.0	.0571
• Merced	536,190	20,835	25.8	25.4	14.6	11.8	.0224
SUBURBAN TOTAL	1,176,054	21,856	27.7	28.4	14.1	12.0	.0347
MODESTO	**3,918,502**	**24,691**	**23.1**	**26.8**	**16.8**	**15.8**	**.1254**
Stanislaus	3,918,502	24,691	23.1	26.8	16.8	15.8	.1254
• Modesto	1,822,925	27,295	20.9	28.3	18.3	17.7	.0640
• Turlock	420,532	22,592	24.0	24.9	16.8	13.4	.0145
SUBURBAN TOTAL	1,675,045	22,767	24.9	26.0	15.2	14.6	.0469
OAKLAND	**34,414,522**	**34,920**	**15.8**	**21.1**	**18.6**	**31.3**	**.9868**
Alameda	19,575,474	31,220	17.5	22.5	18.7	25.8	.5738
Alameda	1,323,308	30,434	19.5	25.9	18.1	25.1	.0411
• Berkeley	1,720,800	22,524	22.7	22.0	12.7	19.6	.0523
Fremont	2,642,261	40,216	11.0	19.9	25.4	37.2	.0752
Hayward	1,375,435	31,494	16.0	25.3	21.4	25.9	.0507
• Livermore	899,941	41,621	10.9	20.1	25.1	35.9	.0244
• Oakland	5,315,952	23,028	21.6	22.6	14.6	18.1	.1551
San Leandro	1,188,148	32,497	17.8	25.2	20.5	25.3	.0384
Contra Costa	14,839,048	41,898	12.7	18.8	18.5	40.7	.3930
Antioch	829,059	38,401	14.2	20.3	23.3	32.1	.0238
Concord	2,042,560	41,360	12.3	[illegible]	20.0	39.0	.0636
Richmond	1,184,159	28,387	19.0	22.7	17.6	23.5	.0345
Walnut Creek	1,635,929	45,131	12.8	19.1	15.9	45.4	.0481
SUBURBAN TOTAL	26,380,829	39,058	13.8	20.6	20.0	35.9	.7350
OXNARD - VENTURA	**10,024,758**	**38,157**	**14.9**	**21.9**	**20.1**	**34.5**	**.2805**
Ventura	10,024,758	38,157	14.9	21.9	20.1	34.5	.2805
• Oxnard	1,675,741	31,568	18.7	26.6	20.1	24.5	.0516
Simi Valley	[illegible]	[illegible]	7.9	15.4	24.4	47.8	.0394
Thousand Oaks	[illegible]	[illegible]	6.9	18.1	19.6	47.2	.0553
• Ventura	[illegible]	[illegible]	17.4	21.5	[illegible]	29.4	.0479
SUBURBAN TOTAL	[illegible]	41,560	13.1	20.1	20.4	39.0	.1810

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CAL. (cont.) EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
REDDING	**1,510,844**	**21,179**	**26.9**	**26.3**	**14.9**	**11.5**	**.0514**
Shasta	1,510,844	21,179	26.9	26.3	14.9	11.5	.0514
• Redding	627,438	21,227	26.9	25.5	15.2	12.1	.0262
SUBURBAN TOTAL	883,406	21,144	26.9	26.8	14.6	11.1	.0252
RIVERSIDE - SAN BERNARDINO	**28,703,849**	**27,489**	**21.4**	**25.1**	**18.2**	**20.2**	**.8598**
Riverside	12,632,784	26,191	22.8	25.4	16.7	19.9	.3812
• Palm Springs	613,746	25,208	23.9	22.3	13.9	23.8	.0202
• Riverside	2,925,578	29,645	19.5	25.0	18.5	23.3	.0940
San Bernardino	16,071,065	28,623	20.3	25.0	19.3	20.5	.4786
Chino	733,860	41,903	10.5	19.5	24.9	36.8	.0210
Ontario	1,635,756	34,016	16.4	24.2	22.5	25.9	.0492
Rancho Cucamonga	1,278,293	43,516	9.7	19.4	26.2	39.3	.0318
Redlands	949,905	34,267	15.4	22.0	18.0	31.0	.0278
• San Bernardino	1,884,991	25,216	22.2	24.0	17.2	18.1	.0712
Upland	1,097,140	37,718	13.6	22.1	19.0	35.0	.0298
SUBURBAN TOTAL	23,279,534	27,492	21.4	25.4	18.3	19.9	.6744
SACRAMENTO	**20,071,423**	**28,810**	**20.1**	**24.4**	**18.6**	**22.2**	**.6012**
El Dorado	1,555,943	27,336	21.8	27.9	18.6	18.1	.0450
Placer	2,283,490	30,897	19.3	23.5	18.7	25.2	.0696
• Roseville	462,788	27,733	21.2	23.1	19.8	22.4	.0179
Sacramento	14,501,760	29,223	19.8	24.3	18.9	22.6	.4363
• Sacramento	4,967,134	24,501	22.3	23.1	16.2	18.8	.1560
Yolo	1,730,230	24,718	22.4	22.8	16.4	19.4	.0503
• Davis	585,267	23,815	22.4	20.8	15.0	21.0	.0170
• Woodland	495,257	29,523	18.9	25.7	20.7	20.1	.0152
SUBURBAN TOTAL	13,560,977	30,804	19.1	25.1	19.7	23.8	.3951
SALINAS - SEASIDE - MONTEREY	**4,513,001**	**28,373**	**20.8**	**27.6**	**18.1**	**20.5**	**.1379**
Monterey	4,513,001	28,373	20.8	27.6	18.1	20.5	.1379
• Monterey	484,480	28,424	20.4	28.4	18.0	20.5	.0171
• Salinas	1,131,360	27,494	20.8	27.9	19.1	17.6	.0426
• Seaside	396,755	23,880	26.4	31.2	15.5	12.7	.0138

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
SUBURBAN TOTAL	2,480,211	29,849	20.0	26.7	17.9	23.4	.0648
SAN DIEGO	**35,704,887**	**29,891**	**19.9**	**24.7**	**17.7**	**24.9**	**1.0429**
San Diego	35,704,887	29,891	19.9	24.7	17.7	24.9	1.0429
Chula Vista	1,848,625	31,776	18.3	24.5	19.4	25.7	.0558
El Cajon	1,216,421	26,440	22.4	25.9	17.2	19.6	.0473
• Escondido	1,245,502	26,973	23.2	25.6	18.6	19.3	.0458
La Mesa	904,344	29,384	20.9	24.8	19.5	22.3	.0315
National City	623,624	21,617	27.0	29.1	13.4	11.4	.0312
Oceanside	1,465,675	26,651	24.7	27.2	17.0	19.9	.0423
• San Diego	16,602,214	28,609	20.5	24.8	16.9	23.8	.4794
SUBURBAN TOTAL	17,857,171	31,424	19.2	24.4	18.6	26.3	.5177
SAN FRANCISCO	**31,680,998**	**34,648**	**16.0**	**22.4**	**17.8**	**31.7**	**.9138**
Marin	5,418,278	42,840	12.6	19.4	17.4	42.5	.1440
Novato	913,055	43,333	12.4	20.2	19.5	41.9	.0237
San Rafael	1,037,924	37,608	15.4	21.1	16.1	37.1	.0369
San Francisco	14,066,962	28,900	18.6	23.6	16.3	25.4	.4228
• San Francisco	14,066,962	28,900	18.6	23.6	16.3	25.4	.4228
San Mateo	12,195,758	39,153	13.7	22.0	20.2	36.0	.3470
Daly City	1,316,261	36,825	14.6	24.0	22.4	30.8	.0410
Redwood City	1,063,212	32,909	17.7	24.3	18.1	29.0	.0358
San Mateo	1,711,604	37,767	14.2	23.3	20.6	33.6	.0512
South San Francisco	848,275	38,631	12.9	21.6	24.5	32.1	.0258
SUBURBAN TOTAL	17,614,036	40,050	13.3	21.2	19.5	37.9	.4910
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***107,271,112***	***35,578***	***15.6***	***21.8***	***18.8***	***32.1***	***3.0441***
SAN JOSE	**26,136,654**	**41,748**	**12.3**	**20.4**	**19.5**	**39.9**	**.7331**
Santa Clara	26,136,654	41,748	12.3	20.4	19.5	39.9	.7331
Mountain View	1,337,024	35,766	14.1	26.3	21.6	29.8	.0395
• Palo Alto	1,355,012	43,986	12.2	19.7	16.7	43.9	.0407
• San Jose	11,959,016	40,978	12.8	20.0	20.6	38.1	.3370
Santa Clara	1,672,314	39,588	13.1	22.9	19.8	36.6	.0528

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Household Appliances	81%	95%
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CAL. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Sunnyvale	2,352,164	41,863	11.6	22.4	20.1	40.1	.0642
SUBURBAN TOTAL	12,822,626	42,423	11.9	20.8	18.7	41.3	.3554
SANTA BARBARA - SANTA MARIA - LOMPOC	**5,444,338**	**29,789**	**20.2**	**24.3**	**17.7**	**24.7**	**.1708**
Santa Barbara	5,444,338	29,789	20.2	24.3	17.7	24.7	.1708
• Lompoc	430,794	28,073	21.7	23.1	20.5	19.1	.0134
• Santa Barbara	1,396,045	25,422	23.1	25.9	14.6	20.6	.0480
• Santa Maria	678,472	27,316	21.2	26.4	20.5	17.2	.0304
SUBURBAN TOTAL	2,939,027	34,040	17.9	22.7	18.1	30.5	.0790
SANTA CRUZ	**3,563,242**	**29,799**	**19.8**	**22.9**	**17.3**	**25.7**	**.1003**
Santa Cruz	3,563,242	29,799	19.8	22.9	17.3	25.7	.1003
• Santa Cruz	700,521	24,975	22.2	22.3	15.9	20.8	.0251
SUBURBAN TOTAL	2,862,721	31,221	19.2	22.9	17.7	27.1	.0752
SANTA ROSA - PETALUMA	**5,821,795**	**31,425**	**18.5**	**23.5**	**19.2**	**25.8**	**.1648**
Sonoma	5,821,795	31,425	18.5	23.5	19.2	25.8	.1648
• Petaluma	643,504	37,584	14.8	20.1	22.6	31.3	.0193
• Santa Rosa	1,722,355	30,932	18.9	24.2	19.3	24.9	.0552
SUBURBAN TOTAL	3,455,936	30,680	19.0	23.7	18.6	25.3	.0903
STOCKTON	**5,355,815**	**25,549**	**21.8**	**24.9**	**17.6**	**17.6**	**.1666**
San Joaquin	5,355,815	25,549	21.8	24.9	17.6	17.6	.1666
• Lodi	611,340	25,782	22.2	24.7	17.1	18.6	.0202
• Stockton	2,170,599	23,648	22.8	24.2	16.7	15.7	.0740
SUBURBAN TOTAL	2,573,876	27,377	20.7	26.0	18.5	29.0	.0724
VALLEJO - FAIRFIELD - NAPA	**5,653,901**	**30,350**	**19.2**	**25.5**	**20.8**	**21.4**	**.1653**
Napa	1,880,188	34,129	17.3	22.5	19.0	29.7	.0492
• Napa	994,014	34,691	17.0	22.3	20.4	29.1	.0282

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SEE PAGE B-26

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CAL. (cont.) EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Solano	3,773,713	29,097	20.1	26.5	21.5	18.2	.1161
• Fairfield	848,086	27,504	23.7	26.5	20.0	17.5	.0280
Vacaville	709,088	31,552	16.8	28.2	24.6	18.2	.0213
• Vallejo	1,184,485	26,795	20.9	26.9	19.9	16.0	.0389
SUBURBAN TOTAL	2,627,316	32,018	17.6	25.4	21.6	23.1	.0702
VISALIA - TULARE - PORTERVILLE	**2,678,674**	**19,283**	**29.6**	**26.1**	**12.7**	**9.4**	**.0988**
Tulare	2,678,674	19,283	29.6	26.1	12.7	9.4	.0988
• Porterville	224,868	18,755	27.6	25.3	14.2	7.5	.0115
• Tulare	250,164	18,988	28.9	26.8	12.6	8.1	.0106
• Visalia	710,720	22,675	[illegible]	[illegible]	16.4	12.0	.0318
SUBURBAN TOTAL	1,492,922	18,312	32.0	25.5	10.9	8.9	.0449
YUBA CITY	**1,301,414**	**21,229**	**27.6**	**25.8**	**13.8**	**13.2**	**.0421**
Sutter	725,416	23,159	25.4	25.7	15.0	15.9	.0232
• Yuba City	257,582	19,949	28.6	26.9	12.0	10.9	.0121
Yuba	575,996	19,507	29.8	26.2	12.3	10.2	.0189
SUBURBAN TOTAL	1,043,832	21,592	27.2	25.6	14.2	13.8	.0300
OTHER COUNTIES							
Alpine	11,816	20,000	23.6	25.2	8.3	16.5	.0004
Amador	323,722	23,570	24.8	27.4	18.6	11.8	.0106
Calaveras	347,515	21,275	27.2	29.0	13.4	10.6	.0101
Colusa	185,357	23,605	24.0	27.0	13.6	17.4	.0054
Del Norte	190,818	18,296	28.6	26.5	11.8	7.3	.0065
Glenn	282,086	23,957	23.6	28.0	15.7	15.2	.0085
Humboldt	1,406,680	22,517	24.5	26.0	15.5	13.4	.0472
Imperial	971,564	20,683	27.5	26.1	14.0	11.5	.0352
Inyo	232,546	22,671	24.2	26.1	16.5	12.7	.0085
Kings	834,432	21,307	27.6	27.6	14.8	10.8	.0271
Lake	577,363	17,367	31.2	22.0	11.7	9.6	.0176
Lassen	230,341	20,936	28.5	29.5	15.2	7.7	.0082
Madera	881,319	24,103	23.9	25.1	17.4	15.4	.0265
Mariposa	179,454	21,237	28.6	25.1	16.3	11.1	.0050
Mendocino	899,534	22,414	24.4	28.5	15.5	11.2	.0296
Modoc	103,762	19,933	28.0	25.4	12.6	11.8	.0033
Mono	161,423	30,462	[illegible]	25.3	20.5	22.2	.0048
Nevada	988,484	25,304	23.2	[illegible]	17.5	16.8	.0295
Plumas	260,166	24,158	24.5	28.9	16.3	14.2	.0077
San Benito	408,835	26,788	20.8	27.3	20.5	18.9	.0116
San Luis Obispo	2,607,691	24,217	24.5	26.4	16.8	16.5	.0790
Sierra	42,394	21,387	23.1	26.1	16.3	10.6	.0012
Siskiyou	480,459	21,177	25.8	28.8	15.0	8.8	.0154
Tehama	473,634	19,613	26.1	28.4	12.5	8.2	.0169
Trinity	158,442	22,055	26.0	29.7	14.5	10.6	.0046
Tuolumne	465,983	20,206	29.2	26.3	14.9	9.3	.0148
TOTAL METRO COUNTIES	**412,302,467**	**30,987**	**18.7**	**23.4**	**17.8**	**26.4**	**12.1102**
TOTAL STATE	**426,008,347**	**30,537**	**18.9**	**23.7**	**17.7**	**25.8**	**12.5454**

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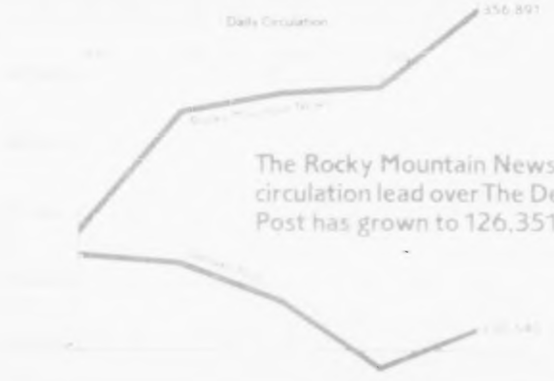
S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOULDER - LONGMONT	**219.5**	**.0893**	**29.6**	**16.3**	**24.1**	**20.8**	**16.3**	**85.6**	**1,674,545**	**390,688**	**192,442**	**173,694**	**114,332**	**322,102**	**34,560**
Boulder	219.5	.0893	29.6	16.3	24.1	20.8	16.3	85.6	1,674,545	390,688	192,442	173,694	114,332	322,102	34,560
• Boulder	79.2	.0322	28.2	26.1	25.3	17.2	15.6	31.8	929,387	167,437	116,193	128,851	77,599	175,405	15,395
• Longmont	51.7	.0210	30.4	10.3	22.1	20.3	19.5	20.0	411,402	112,174	37,608	38,125	20,499	90,477	12,493
SUBURBAN TOTAL	88.6	.0361	30.5	11.1	24.2	24.3	14.9	33.8	333,756	111,077	38,641	6,718	16,234	56,220	6,672
COLORADO SPRINGS	**388.3**	**.1581**	**29.2**	**15.0**	**19.8**	**20.6**	**17.9**	**144.3**	**2,356,694**	**449,038**	**237,394**	**344,697**	**124,796**	**503,314**	**34,941**
El Paso	388.3	.1581	29.2	15.0	19.8	20.6	17.9	144.3	2,356,694	449,038	237,394	344,697	124,796	503,314	34,941
• Colorado Springs	280.6	.1142	30.5	13.2	20.3	20.5	20.3	112.2	2,167,199	407,776	208,398	310,421	119,872	501,518	33,173
SUBURBAN TOTAL	107.7	.0439	25.8	19.4	19.1	20.9	11.5	32.1	189,495	41,262	28,996	34,276	4,924	1,796	1,768
DENVER	**1,675.8**	**.6823**	**31.2**	**11.0**	**21.9**	**21.5**	**20.1**	**670.3**	**11,751,410**	**2,459,901**	**1,338,883**	**1,539,542**	**786,097**	**2,200,500**	**252,462**
Adams	284.1	.1157	28.9	12.6	20.6	20.7	16.8	103.8	1,666,190	432,701	132,399	251,370	103,458	281,850	41,557
Thornton	50.0	.0204	27.5	11.7	26.1	17.7	12.8	17.2	379,965	76,497	24,588	74,617	15,221	118,012	7,513
Westminster	65.1	.0265	28.0	11.4	27.7	19.5	11.1	22.7	243,834	72,716	25,918	46,316	16,689	6,513	8,235
Arapahoe	397.8	.1620	30.9	9.8	22.4	24.2	16.5	154.7	2,996,324	489,405	271,817	528,081	160,076	746,645	47,204
Aurora	221.2	.0900	29.6	11.1	26.0	21.4	14.5	83.2	1,486,484	345,841	139,951	301,02[illegible]	82,148	232,628	22,244
Denver	510.8	.2080	32.4	12.5	23.1	17.0	27.0	233.9	3,881,143	733,045	626,044	349,789	332,781	465,287	84,617
• Denver	510.8	.2080	32.4	12.5	23.1	17.0	27.0	233.9	3,881,143	733,045	626,044	349,789	332,781	465,287	84,617
Douglas	42.4	.0172	32.0	6.3	18.7	29.4	14.9	13.0	100,535	37,174	9,267	192	3,017	12,699	2,227
Jefferson	440.7	.1794	31.2	9.7	21.4	24.2	17.7	164.9	3,107,218	767,576	299,356	410,110	186,765	694,019	76,857
Arvada	94.6	.0385	30.3	9.7	20.6	25.1	15.3	33.7	400,525	151,051	42,591	39,039	9,736	33,704	8,743
Lakewood	124.8	.0507	33.1	10.5	18.4	25.2	21.3	48.5	1,469,831	194,430	129,145	258,633	52,204	211,684	26,177
SUBURBAN TOTAL	1,165.0	.4743	30.6	10.3	21.5	23.5	17.0	436.4	7,870,267	1,726,856	712,839	1,189,753	453,316	1,735,213	167,845
DENVER - BOULDER CONSOLIDATED AREA	***1,895.3***	***.7716***	***31.0***	***11.6***	***22.2***	***21.4***	***19.6***	***755.9***	***13,425,955***	***2,850,589***	***1,531,325***	***1,713,236***	***900,429***	***2,522,602***	***287,022***
FORT COLLINS - LOVELAND	**185.2**	**.0754**	**29.4**	**16.7**	**22.0**	**18.8**	**18.9**	**70.2**	**1,059,228**	**240,775**	**100,441**	**143,376**	**57,145**	**198,019**	**18,740**
Larimer	185.2	.0754	29.4	16.7	22.0	18.8	18.9	70.2	1,059,228	240,775	100,441	143,376	57,145	198,019	18,740
• Fort Collins	78.6	.0320	27.0	25.7	27.3	16.6	15.9	29.7	675,527	150,018	62,016	112,929	41,453	116,043	10,472
• Loveland	37.8	.0154	31.4	9.9	20.6	19.7	22.8	14.7	250,692	57,992	18,442	21,040	8,888	63,061	6,534
SUBURBAN TOTAL	68.8	.0280	31.2	10.0	21.7	22.1	19.6	25.8	133,009	32,765	19,983	9,407	6,804	18,915	1,734
GREELEY	**138.8**	**.0566**	**29.4**	**14.5**	**19.0**	**19.1**	**20.2**	**50.8**	**586,959**	**145,982**	**54,907**	**73,266**	**26,838**	**134,531**	**14,597**
Weld	138.8	.0566	29.4	14.5	19.0	19.1	20.2	50.8	586,959	145,982	54,907	73,266	26,838	134,531	14,597
• Greeley	58.2	.0237	28.1	20.5	20.0	16.3	20.8	22.5	426,546	104,684	32,520	71,250	20,657	99,707	11,708
SUBURBAN TOTAL	80.6	.0329	30.2	10.4	18.6	21.2	19.9	28.3	160,413	41,298	22,387	2,016	6,181	34,824	2,889
PUEBLO	**128.2**	**.0522**	**32.6**	**10.6**	**16.7**	**18.8**	**27.2**	**49.2**	**631,264**	**161,376**	**62,954**	**110,298**	**36,332**	**97,491**	**17,244**
Pueblo	128.2	.0522	32.6	10.6	16.7	18.8	27.2	49.2	631,264	161,376	62,954	110,298	36,332	97,491	17,244
• Pueblo	102.3	.0416	32.6	11.0	16.9	17.7	28.1	40.0	584,960	147,321	59,376	105,360	34,912	93,651	15,789
SUBURBAN TOTAL	25.9	.0106	32.4	9.0	16.1	22.7	23.0	9.2	46,304	14,055	3,578	4,938	1,420	3,840	1,455
OTHER COUNTIES															
Alamosa	12.4	.0050	28.3	16.7	17.8	17.6	20.4	4.5	94,896	26,475	7,827	8,206	4,236	16,710	3,667
Archuleta	4.6	.0018	32.4	7.3	18.1	20.7	24.7	1.9	34,193	8,033	2,501		348	3,198	822
Baca	5.2	.0021	35.1	8.3	15.1	19.1	31.1	1.9	33,155	3,393	1,317	957	147	7,968	682
Bent	5.7	.0024	35.7	7.3	14.7	18.4	30.5	2.0	17,000	6,356	384	901	72	5,068	1,104
Chaffee	13.2	.0054	32.2	11.5	18.3	19.4	25.5	5.1	81,628	24,717	5,957	6,306	1,481	13,551	1,565



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Source: ABC Publisher's Statements, March 31, 1988

COLO. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Cheyenne	2.4	.0010	34.8	7.9	15.7	15.8	33.9	1.0	8,205	2,774	1,288		296	1,735	160
Clear Creek	7.1	.0029	30.2	9.6	29.1	20.2	15.7	3.0	32,738	7,901	10,870	614	202	2,675	908
Conejos	8.0	.0032	29.6	9.4	14.4	17.8	24.4	2.7	14,669	6,292	300	1,974	125	183	1,676
Costilla	3.7	.0015	34.1	8.9	13.8	19.1	29.6	1.2	3,077	846	275	341	111	149	
Crowley	3.1	.0013	41.0	7.3	12.9	17.1	39.7	1.2	3,712	247	277		114	1,063	457
Custer	2.0	.0008	34.4	8.2	16.9	20.7	28.3	.6	5,733	1,636	496			112	115
Delta	23.1	.0094	36.8	7.5	15.0	18.5	33.9	9.0	97,122	29,239	5,246	5,881	3,736	20,178	2,942
Dolores	1.7	.0007	32.7	9.1	15.4	20.1	26.3	.6	4,692	2,014	497			1,646	
Eagle	17.5	.0072	28.8	16.4	36.1	17.9	9.9	7.3	227,402	50,789	44,748	226	6,508	10,373	6,406
Elbert	8.8	.0035	31.9	6.5	20.1	23.4	20.3	3.0	5,605	3,318	476		85	116	135
Fremont	32.0	.0131	35.9	8.2	16.6	18.4	32.9	12.1	113,456	33,780	11,433	14,946	3,318	17,440	6,008
Garfield	26.8	.0109	30.7	11.3	22.8	20.2	20.1	10.2	266,631	67,895	28,000	17,511	7,853	60,637	9,427
Gilpin	2.8	.0011	31.8	6.5	29.4	23.9	16.7	1.3	3,803	320	1,479		53	93	113
Grand	9.2	.0038	29.6	12.1	26.8	20.1	15.5	3.7	63,018	15,784	10,367	857	976	6,181	2,971
Gunnison	10.9	.0044	26.2	28.6	24.2	16.2	12.6	4.1	72,769	17,747	12,800	316	1,937	12,290	2,216
Hinsdale	.5	.0002	32.6	6.0	23.8	24.0	20.8	.2	4,503	1,132	582				
Huerfano	6.8	.0028	37.2	7.2	13.7	17.1	35.6	2.7	36,254	15,556	3,196	269	860	3,036	875
Jackson	1.8	.0007	31.7	10.1	19.3	23.4	20.1	.7	7,142	2,387	682		91	1,639	111
Kiowa	1.8	.0007	42.3	6.6	11.6	17.8	41.9	.6	6,148	2,660	862				781
Kit Carson	7.6	.0031	33.9	8.9	15.2	19.1	29.2	2.9	48,816	12,421	2,269	2,664	659	13,979	2,765
Lake	7.4	.0031	26.8	15.8	22.5	18.8	12.7	2.5	29,982	9,430	2,351	321	400	3,061	3,068
La Plata	32.1	.0130	29.9	16.4	19.8	19.0	20.8	11.9	214,859	52,878	26,908	14,107	11,733	32,054	2,721
Las Animas	14.1	.0058	35.2	10.3	14.1	15.7	34.5	5.5	45,111	16,315	3,316	3,286	1,496	8,849	1,747
Lincoln	4.7	.0019	39.0	8.8	13.0	20.0	35.6	1.8	64,953	8,395	8,422	2,172	492	13,134	2,005
Logan	19.4	.0079	31.9	12.8	15.6	18.1	27.1	7.5	130,713	21,921	8,961	12,106	4,744	42,309	2,606
Mesa	89.6	.0365	31.5	11.3	19.5	19.3	23.8	33.3	724,914	152,837	53,070	88,727	40,058	145,371	17,174
Mineral	.7	.0002	32.8	9.3	19.1	23.6	22.1	.3	3,115	819	212			46	
Moffat	14.1	.0058	28.5	11.7	22.8	20.2	15.3	5.1	105,774	28,315	7,880	7,571	2,835	24,604	1,200
Montezuma	19.3	.0078	31.4	9.3	16.8	20.4	23.6	6.8	122,794	32,812	10,412	8,375	3,356	23,357	2,394
Montrose	24.9	.0102	33.2	8.4	16.6	21.6	23.5	9.2	133,801	34,351	9,353	14,084	5,604	26,123	3,001
Morgan	22.5	.0091	32.3	10.1	16.5	18.7	26.8	8.3	141,954	38,254	11,900	17,999	4,180	27,335	2,476
Otero	21.2	.0086	35.4	9.5	14.7	18.1	29.5	8.1	96,375	26,254	8,342	18,747	5,178	10,498	2,363

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COLO. (cont.) POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Ouray	2.2	.0009	34.5	6.2	19.9	22.4	26.5	.7
Park	7.6	.0031	31.0	6.4	25.5	23.1	16.7	2.8
Phillips	4.3	.0017	37.3	7.7	14.1	18.6	34.5	1.8
Pitkin	11.3	.0046	30.6	13.1	37.6	23.8	9.7	5.0
Prowers	14.0	.0057	31.5	10.0	16.0	18.2	26.2	5.4
Rio Blanco	6.4	.0026	28.9	13.8	18.5	20.1	18.6	2.2
Rio Grande	11.4	.0047	32.8	9.2	15.5	19.3	27.3	3.8
Routt	14.7	.0060	29.2	12.4	32.4	19.4	11.9	5.6
Saguache	3.9	.0015	32.0	9.7	16.0	17.8	27.3	1.4
San Juan	.9	.0004	28.7	10.6	27.2	18.1	14.7	.4
San Miguel	3.5	.0014	29.7	9.2	35.9	18.7	12.4	1.4
Sedgwick	3.0	.0013	38.8	7.4	13.0	16.6	36.3	1.4
Summit	11.7	.0047	28.4	17.9	39.1	17.2	6.9	4.9
Teller	12.3	.0050	32.4	6.7	22.2	24.0	20.1	4.5
Washington	5.2	.0021	36.4	8.0	14.9	18.8	33.1	1.9
Yuma	9.6	.0039	34.7	7.9	15.3	19.2	30.4	3.8
TOTAL METRO COUNTIES	**2,735.8**	**1.1139**	**30.6**	**12.5**	**21.5**	**20.9**	**19.7**	**1,070.4**
TOTAL STATE	**3,346.3**	**1.3624**	**30.8**	**12.2**	**21.3**	**20.6**	**20.4**	**1,301.2**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Ouray	8,048	997	2,967	198	72	103	119
Park	10,103	1,804	2,457	1,365	104	912	190
Phillips	24,305	6,104	962	696		11,510	706
Pitkin	204,668	22,451	60,275	82	11,990	1,804	13,168
Prowers	100,601	22,449	9,957	5,922	3,849	18,256	3,005
Rio Blanco	22,888	9,807	2,041	99	563	2,549	455
Rio Grande	53,728	18,156	2,520	2,343	2,898	7,509	3,213
Routt	93,217	21,801	14,756	536	4,991	7,360	2,378
Saguache	7,209	1,580	410		66	2,362	
San Juan	6,746	521	1,789				957
San Miguel	13,521	3,989	2,987	771	244	75	171
Sedgwick	18,394	3,788	782	127	639	7,962	1,306
Summit	167,497	32,135	35,868	341	6,359	9,128	3,361
Teller	51,016	19,639	6,469	2,605	1,244	1,704	466
Washington	20,708	5,405	1,961	2,002	203	3,627	1,043
Yuma	57,937	17,048	2,484	3,213	1,517	12,596	977
TOTAL METRO COUNTIES	**18,060,100**	**3,847,760**	**1,987,021**	**2,384,873**	**1,145,540**	**3,455,957**	**372,544**
TOTAL STATE	**22,021,398**	**4,301,729**	**2,441,362**	**2,654,637**	**1,294,763**	**4,100,175**	**490,720**

COLO. EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
BOULDER - LONGMONT	**3,011,764**	**27,958**	**20.8**	**27.8**	**18.2**	**19.0**	**.0974**
Boulder	3,011,764	27,958	20.8	27.8	18.2	19.0	.0974
• Boulder	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Longmont	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	[illegible]	31,582	17.8	27.3	20.4	23.4	[illegible]
COLORADO SPRINGS	**4,747,279**	**24,765**	**24.8**	**28.9**	**17.1**	**14.8**	**.1515**
El Paso	4,747,279	24,765	24.8	28.9	17.1	14.8	.1515
• Colorado Springs	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	1,173,933	26,249	24.5	30.9	19.0	14.8	.0308
DENVER	**25,102,599**	**30,505**	**18.6**	**27.0**	**20.4**	**21.7**	**.7564**
Adams	3,551,897	29,759	16.9	31.4	22.5	16.7	.1106
Thornton	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Westminster	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Arapahoe	6,531,669	34,723	16.0	26.4	22.5	27.0	.1925
Aurora	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Denver	7,281,084	22,844	24.0	26.9	15.1	14.4	.2207
• Denver	[illegible]	22,844	24.0	26.9	[illegible]	14.4	[illegible]
Douglas	645,549	41,808	10.3	22.2	24.3	37.5	.0155
Jefferson	7,092,400	36,718	13.8	25.3	24.4	28.8	.2069
Arvada	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Lakewood	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	17,821,515	34,345	15.5	27.1	23.3	25.5	.5257
DENVER - BOULDER CONSOLIDATED AREA	***28,114,363***	***30,200***	***18.8***	***27.0***	***20.2***	***21.4***	***.8538***
FORT COLLINS - LOVELAND	**2,143,110**	**23,923**	**24.3**	**28.8**	**16.9**	**13.1**	**.0690**
Larimer	2,143,110	23,923	24.3	28.8	16.9	13.1	.0690
• Fort Collins	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
• Loveland	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	820,578	26,839	23.0	31.1	17.9	14.5	.0208
GREELEY	**1,425,374**	**22,164**	**24.7**	**30.0**	**15.0**	**10.1**	**.0450**
Weld	1,425,374	22,164	24.7	30.0	15.0	10.1	.0450
• Greeley	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	805,864	23,306	24.3	32.4	15.9	10.2	.0233
PUEBLO	**1,273,806**	**20,153**	**25.4**	**27.2**	**13.9**	**9.2**	**.0425**
Pueblo	1,273,806	20,153	25.4	27.2	13.9	9.2	.0425
• Pueblo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	255,926	23,128	24.2	31.3	15.4	10.5	.0069
OTHER COUNTIES							
Alamosa	115,285	17,656	27.5	25.8	[illegible]	8.5	.0047
Archuleta	44,358	17,720	27.8	28.0	8.9	7.4	.0018
Baca	33,027	12,442	33.4	16.3	6.5	4.4	.0015
Bent	30,090	[illegible]	34.4	23.3	[illegible]	3.9	.0017
Chaffee	131,895	[illegible]	[illegible]	32.3	13.5	7.1	.0046
Cheyenne	18,854	[illegible]	33.4	23.4	5.7	4.5	.0006
Clear Creek	84,136	23,444	23.9	38.2	16.2	8.5	.0026
Conejos	40,727	12,515	[illegible]	18.4	4.7	1.0	.0017

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
Costilla	22,813	12,523	31.9	16.9	6.7	4.4	.0006
Crowley	24,359	15,468	35.8	23.9	7.4	4.4	.0007
Custer	12,462	16,526	30.3	28.2	8.8	4.2	.0005
Delta	213,040	17,014	30.5	23.7	12.8	6.7	.0071
Dolores	13,339	18,077	25.6	28.7	10.8	6.2	.0003
Eagle	270,482	30,497	17.2	30.5	22.3	19.2	.0101
Elbert	92,964	24,978	23.1	24.3	21.2	13.3	.0023
Fremont	291,953	17,485	28.1	28.0	10.2	5.6	.0093
Garfield	345,606	28,440	20.9	25.7	21.1	17.3	.0128
Gilpin	36,707	25,467	19.8	36.2	16.6	9.6	.0008
Grand	103,631	23,766	23.7	35.3	14.4	10.0	.0037
Gunnison	136,298	24,964	22.1	27.3	15.7	16.5	.0044
Hinsdale	5,994	22,500	26.0	35.5	9.5	12.5	.0002
Huerfano	52,490	13,737	30.4	21.1	7.7	5.3	.0022
Jackson	16,317	19,478	30.1	33.6	10.1	4.6	.0004
Kiowa	16,336	19,937	27.7	26.5	12.8	10.5	.0006
Kit Carson	69,372	18,959	26.0	28.5	12.2	6.7	.0026
Lake	74,438	27,108	21.0	37.9	21.6	7.3	.0024
La Plata	356,871	22,557	25.7	27.4	15.4	12.6	.0124
Las Animas	113,899	15,468	28.0	22.9	11.2	4.9	.0038
Lincoln	41,550	17,391	29.3	26.7	10.4	6.5	.0024
Logan	186,992	19,525	28.8	29.5	12.1	7.2	.0070
Mesa	1,004,880	23,828	23.8	29.2	17.2	13.0	.0371
Mineral	7,497	19,778	29.7	27.3	14.0	8.0	.0002
Moffat	171,484	29,647	17.5	33.3	23.8	14.0	.0059
Montezuma	168,482	19,034	28.7	26.4	14.4	6.7	.0065
Montrose	263,652	22,361	26.8	32.1	13.6	10.6	.0088
Morgan	209,523	19,585	28.8	27.5	13.7	7.8	.0078
Otero	172,602	15,938	30.5	25.3	8.7	5.5	.0063
Ouray	17,450	18,500	29.3	26.0	11.3	8.6	.0007
Park	80,834	24,436	23.2	31.2	17.8	10.6	.0020
Phillips	43,264	17,260	30.4	25.1	9.9	7.8	.0014
Pitkin	176,596	26,853	25.6	27.6	15.7	18.5	.0078
Prowers	126,438	17,563	27.3	25.6	10.7	7.7	.0050
Rio Blanco	81,943	32,575	17.0	26.7	25.0	20.1	.0024
Rio Grande	119,513	23,846	20.9	26.0	18.1	14.3	.0038
Routt	179,093	27,163	21.5	32.8	19.8	13.8	.0058
Saguache	30,365	15,696	32.8	21.9	7.9	7.3	.0009
San Juan	8,348	18,067	32.0	31.9	10.0	2.0	.0004
San Miguel	33,989	19,533	28.6	30.3	13.1	5.6	.0011
Sedgwick	31,861	18,157	33.9	27.9	10.0	5.5	.0010
Summit	174,727	29,324	20.0	31.7	20.8	17.7	.0070
Teller	117,632	21,245	27.1	29.5	13.6	9.9	.0039
Washington	48,382	21,465	25.7	31.3	13.6	8.6	.0015
Yuma	96,883	18,191	27.9	24.5	11.8	9.7	.0034
TOTAL METRO COUNTIES	**37,703,932**	**28,076**	**20.6**	**27.6**	**19.0**	**18.8**	**1.1618**
TOTAL STATE	**44,085,675**	**26,775**	**21.6**	**27.6**	**18.3**	**17.3**	**1.3883**

Connecticut

S&MM ESTIMATES	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**834.9**	**.3399**	**35.7**	**9.2**	**15.7**	**22.6**	**28.5**	**299.6**	**8,149,446**	**1,466,158**	**767,466**	**951,636**	**458,129**	**1,739,288**	**187,519**
Fairfield	834.9	.3399	35.7	9.2	15.7	22.6	28.5	299.6	8,149,446	1,466,158	767,466	951,636 *	458,129	1,739,288	187,519
• Bridgeport	143.1	.0583	32.3	11.8	16.8	16.4	29.4	54.3	936,596	192,767	88,413	90,450	56,642	169,187	29,420
• Danbury	65.5	.0267	32.7	10.8	19.1	21.7	24.5	23.4	914,257	151,435	78,221	158,570	55,084	206,057	11,086
Fairfield	53.8	.0219	38.5	11.3	13.3	21.8	32.5	18.4	644,121	[illegible]	[illegible]	71,200	40,839	147,903	16,408
Greenwich	59.5	.0242	39.9	7.2	10.8	25.9	34.2	22.2	940,255	97,764	71,584	32,387	51,149	284,975	11,759
• Norwalk	79.2	.0322	36.4	9.7	18.4	22.0	27.2	29.8	[illegible]	[illegible]	74,685	122,377	60,286	206,217	6,792
• Stamford	103.3	.0421	36.2	8.8	17.5	21.6	31.2	38.9	[illegible]	[illegible]	95,968	251,250	72,938	164,729	24,948
Stratford	51.2	.0208	39.3	8.4	14.8	19.1	37.2	19.3	362,608	[illegible]	[illegible]	[illegible]	17,342	90,000	14,091
SUBURBAN TOTAL	443.8	.1806	37.1	8.0	13.9	25.2	28.6	152.5	4,190,390	751,540	430,177	380,989	213,179	973,128	115,273
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,104.3**	**.4497**	**33.9**	**11.1**	**17.5**	**20.6**	**27.4**	**409.4**	**8,679,548**	**1,658,840**	**904,868**	**936,919**	**437,378**	**1,932,445**	**294,568**
Hartford	838.3	.3413	34.4	10.5	17.1	20.4	26.6	315.5	6,995,418	1,280,959	734,526	765,663	369,691	1,561,027	235,577
• Bristol	60.5	.0247	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	588,108	[illegible]	53,986	46,559	29,852	194,315	17,051
East Hartford	51.2	.0208	[illegible]	11.8	17.9	19.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	41,384	11,221	177,881	14,400
Enfield	43.4	.0177	32.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	410,724	61,948	[illegible]	[illegible]	26,895	85,726	12,267
• Hartford	139.4	.0568	[illegible]	[illegible]	[illegible]	[illegible]	24.9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	53,118	156,010	39,883

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top-50 market, 2nd in the United States in Median Household Effective Buying Income.

BRIDGEPORT CONNECTICUT
POST TELEGRAM

LANDON

A LOT OF NEW YORK MONEY LIVES IN FAIRFIELD COUNTY.

Any advertiser wanting to hit home with the high end income core of the N.Y. ADI had better zero in on Fairfield County: home of the highest per capita Effective Buying Income and highest average household EBI in the U.S.

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LANDON
FOR RESULTS

At home with
irresistible wealth

CONN. (cont.) — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Manchester	50.3	.0205	34.6	9.7	18.7	19.1	30.1	19.3	550,604	116,687	45,343	69,577	19,178	149,237	12,576
• New Britain	73.6	.0300	34.3	14.1	17.2	14.9	33.8	29.9	356,883	74,018	38,507	30,218	11,414	91,292	18,005
West Hartford	60.0	.0244	42.8	7.7	13.5	19.2	41.0	24.0	711,672	115,349	58,793	103,195	66,049	91,428	21,294
Middlesex	139.3	.0568	34.0	10.0	18.5	21.2	27.0	52.3	1,045,427	192,661	112,351	108,715	54,058	254,803	38,581
• Middletown	40.1	.0163	32.4	14.4	18.9	15.5	26.7	15.3	327,293	59,848	34,667	54,940	19,258	68,517	15,774
Tolland	126.7	.0516	30.3	16.1	19.4	21.3	19.5	41.6	638,703	185,220	57,991	62,541	13,629	116,615	20,410
SUBURBAN TOTAL	790.6	.3219	34.6	10.1	17.4	22.0	27.3	286.9	6,587,116	1,314,041	627,498	711,571	323,736	1,422,311	203,855
NEW HAVEN - WATERBURY - MERIDEN	**784.6**	**.3194**	**34.3**	**10.7**	**17.2**	**19.4**	**29.4**	**290.5**	**5,953,486**	**1,181,361**	**594,217**	**717,776**	**306,825**	**1,189,786**	**166,615**
New Haven	784.6	.3194	34.3	10.7	17.2	19.4	29.4	290.5	5,953,486	1,181,361	594,217	717,776	306,825	1,189,786	166,615
Hamden	52.0	.0212	38.5	11.4	15.3	18.0	36.5	19.7	501,456	88,194	45,014	88,830	15,170	107,238	15,320
• Meriden	59.6	.0243	33.7	10.3	18.1	18.4	29.2	22.5	394,407	56,640	27,489	37,382	24,984	100,509	12,426
• Milford	52.0	.0212	33.9	9.3	18.4	20.9	27.1	18.6	542,837	99,676	62,012	45,532	53,207	115,035	9,684
• New Haven	125.0	.0509	30.8	15.7	19.5	15.3	26.3	46.1	683,203	106,502	117,848	97,961	43,896	89,009	23,334
• Waterbury	103.2	.0420	35.2	10.9	15.8	17.0	33.3	39.9	930,724	199,365	73,067	143,831	36,308	136,617	24,086
West Haven	50.4	.0205	34.5	13.3	19.3	18.2	27.8	21.0	312,484	73,082	42,509	32,921	12,571	67,038	9,661
SUBURBAN TOTAL	445.4	.1813	35.4	9.4	16.8	21.1	29.7	162.0	3,402,313	719,180	319,801	393,071	148,430	748,616	97,085
NEW LONDON - NORWICH	**252.4**	**.1027**	**31.5**	**14.1**	**17.9**	**19.4**	**24.3**	**90.1**	**1,919,618**	**368,467**	**194,262**	**152,813**	**97,460**	**504,888**	**44,625**
New London	252.4	.1027	31.5	14.1	17.9	19.4	24.3	90.1	1,919,618	368,467	194,262	152,813	97,460	504,888	44,625
Groton town	47.8	[illegible]	27.9	19.9	21.2	[illegible]	17.9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11,949	18,057	5,728
• New London	29.1	[illegible]	28.9	24.5	19.7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	152,683	26,080	134,138	7,852

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NEW HAVEN
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THE NEW HAVEN MARKET
$4,500,000,000
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The 508,000 adults who reside in the New Haven Market have an Annual Per Household Effective Buying Income of $41,261, 24% above the national average. To reach this affluent Market, you need the New Haven Register. We deliver 229,900 adult readers daily and 319,500 on Sunday. It would take the combined audience of the next seven best-selling dailies and eight best-selling Sunday newspapers to match the Register's reach. For more information, call Thomas Foley, National Advertising Manager at (203) 562-1121, or Landon Associates.
LANDON
New Haven Register

CONN. (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
• Norwich	38.9	.0158	33.2	12.7	16.9	17.6	29.9	15.3	426,478	90,630	26,577	24,265	27,948	155,866	10,613
SUBURBAN TOTAL	184.4	.0751	31.5	12.7	18.4	20.8	22.8	63.8	1,122,363	244,575	138,315	75,865	43,432	214,884	26,160
OTHER COUNTIES															
Litchfield	167.2	.0680	35.1	8.3	17.3	21.2	29.0	61.9	1,058,714	268,915	89,534	56,830	36,765	295,349	28,035
Windham	99.1	.0404	32.4	11.1	17.0	19.2	26.4	35.8	549,164	126,538	55,986	26,819	21,703	138,283	20,786
TOTAL METRO COUNTIES	**2,976.2**	**1.2117**	**34.2**	**10.7**	**17.0**	**20.7**	**28.0**	**1,089.6**	**24,702,098**	**4,674,826**	**2,460,813**	**2,759,144**	**1,299,792**	**5,366,407**	**693,327**
TOTAL STATE	**3,242.5**	**1.3201**	**34.2**	**10.6**	**17.0**	**20.7**	**28.0**	**1,187.3**	**26,309,976**	**5,070,279**	**2,606,333**	**2,842,793**	**1,358,260**	**5,800,039**	**742,148**

CONN.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**17,938,208**	**42,751**	**12.9**	**18.3**	**16.8**	**42.6**	**.5062**
Fairfield	17,938,208	42,751	12.9	18.3	16.8	42.6	.5062
• Bridgeport	1,952,640	26,532	20.5	24.2	17.0	20.2	.0603
• Danbury	1,132,360	38,296	16.1	20.9	19.6	35.0	.0408
Fairfield	1,196,552	49,097	11.0	16.5	17.5	49.0	.0354
Greenwich	1,852,260	54,598	10.0	15.2	14.3	54.1	.0481
• Norwalk	1,399,038	41,376	12.9	19.8	18.1	40.2	.0502
• Stamford	2,303,746	41,832	14.0	18.8	16.2	41.8	.0666
Stratford	971,466	40,818	12.9	19.6	21.5	37.4	.0284
SUBURBAN TOTAL	10,950,224	51,996	9.5	15.5	16.4	52.3	.2883
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**18,586,933**	**35,784**	**15.2**	**23.1**	**20.9**	**30.3**	**.5487**
Hartford	14,225,306	35,237	15.7	23.1	20.3	30.0	.4262
• Bristol	962,140	34,105	15.7	26.7	21.7	26.3	.0305
East Hartford	838,674	34,237	16.0	25.5	23.4	25.3	.0282
Enfield	656,558	41,014	11.4	19.7	28.8	33.4	.0226
• Hartford	1,628,727	20,494	26.0	24.4	13.9	12.7	.0535
Manchester	874,380	35,727	14.8	26.2	23.7	27.8	.0284
• New Britain	1,096,672	27,704	25.2	27.1	16.7	19.2	.0300
West Hartford	1,381,129	42,245	15.6	19.4	16.9	41.8	.0403
Middlesex	2,386,896	37,029	14.0	23.3	22.5	30.8	.0689
• Middletown	610,898	31,468	17.9	25.1	18.6	25.1	.0193
Tolland	1,974,731	38,317	13.1	22.9	23.5	32.3	.0536

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
SUBURBAN TOTAL	14,279,999	39,808	12.4	22.0	22.6	35.4	.4154
NEW HAVEN - WATERBURY - MERIDEN	**12,817,123**	**34,288**	**16.1**	**22.6**	**19.8**	**29.2**	**.3796**
New Haven	12,817,123	34,288	16.1	22.6	19.8	29.2	.3796
Hamden	935,812	37,149	15.4	21.6	20.8	32.3	.0286
• Meriden	968,150	33,559	16.8	25.2	20.9	26.7	.0273
• Milford	929,818	42,029	10.2	20.9	24.5	37.4	.0293
• New Haven	1,094,178	22,082	21.3	23.7	14.6	15.6	.0483
• Waterbury	1,410,502	27,928	[illegible]	23.8	17.9	20.8	.0490
West Haven	608,172	33,201	[illegible]	24.8	21.8	24.7	.0233
SUBURBAN TOTAL	7,904,479	38,827	13.5	21.9	21.0	34.7	.2257
NEW LONDON - NORWICH	**3,792,080**	**32,164**	**16.8**	**26.6**	**20.4**	**24.7**	**.1170**
New London	3,792,080	32,164	16.8	26.6	20.4	24.7	.1170
Groton (Town)	675,486	32,850	18.1	[illegible]	19.0	23.2	.0172
• New London	392,441	24,088	22.2	28.3	16.2	15.5	.0137
• Norwich	531,673	27,210	20.3	27.8	18.4	17.5	.0198
SUBURBAN TOTAL	2,861,916	34,799	15.0	26.4	21.6	28.1	.0815
OTHER COUNTIES							
Litchfield	2,920,275	36,637	15.1	23.2	21.6	31.0	.0797
Windham	1,324,346	29,021	19.9	26.9	20.6	19.3	.0394
TOTAL METRO COUNTIES	**53,134,344**	**36,[illegible]24**	**14.9**	**21.9**	**19.6**	**32.9**	**1.5515**
TOTAL STATE	**57,378,965**	**36,361**	**15.1**	**22.1**	**19.7**	**32.4**	**1.6706**

Delaware

S&MM ESTIMATES

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
WILMINGTON	557.1	.2267	32.4	11.5	17.4	20.6	24.9	200.0	3,779,816	710,214	297,088	514,661	213,703	885,239	106,631
New Castle	420.1	.1710	32.3	12.2	17.4	20.6	24.8	151.7	3,197,003	597,629	252,135	485,311	191,641	740,896	87,684
• Wilmington	70.6	.0287	33.1	[illegible]	[illegible]	[illegible]	31.4	27.8	566,244	[illegible]	[illegible]	[illegible]	[illegible]	174,274	28,103
Cecil, Md.	68.9	.0280	32.0	9.4	17.3	21.4	23.4	23.6	332,509	60,361	25,883	16,837	7,784	74,739	8,306
Salem, N.J.	68.1	.0277	33.7	9.1	16.1	19.9	28.0	24.7	250,304	52,004	19,070	12,513	14,278	69,604	10,641
SUBURBAN TOTAL	486.7	.1980	32.2	11.8	17.3	21.2	24.1	172.2	3,213,472	657,656	242,960	495,829	183,482	710,965	78,528
OTHER COUNTIES															
Kent	108.6	.0443	30.3	12.7	17.6	20.8	20.9	37.4	715,103	130,082	49,061	109,091	21,406	168,147	17,154
Sussex	113.8	.0463	34.9	9.5	15.8	19.1	30.1	42.0	739,891	143,764	85,777	55,115	45,036	113,071	25,278
TOTAL METRO COUNTIES	420.1	.1710	32.3	12.2	17.4	20.6	24.8	151.7	3,197,003	597,629	252,135	485,311	191,641	740,896	87,684
TOTAL STATE	642.5	.2616	32.4	11.8	17.1	20.4	25.2	231.1	4,651,997	871,475	386,973	649,523	258,083	1,022,114	130,116

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DEL.

METRO AREA County City	EFFECTIVE BUYING INCOME—1987 Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**8,047,048**	**31,118**	**17.9**	**25.3**	**20.2**	**23.2**	**.2445**
New Castle	6,153,097	31,013	17.8	25.4	20.0	23.1	.1924
• Wilmington	809,786	18,666	26.0	22.5	12.9	11.7	.0294
Cecil, Md.	*811,494*	*28,517*	*19.9*	*29.6*	*20.2*	*17.1*	*.0248*
Salem, N.J.	*1,082,457*	*35,727*	*16.6*	*20.5*	*21.7*	*29.3*	*.0273*
SUBURBAN TOTAL	7,237,262	32,953	16.6	25.7	21.4	25.0	.2151

METRO AREA County City	EFFECTIVE BUYING INCOME—1987 Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	1,249,321	24,303	24.7	27.8	18.0	13.3	.0423
Sussex	1,243,579	21,688	26.7	28.7	15.4	9.9	.0429
TOTAL METRO COUNTIES	**6,153,097**	**31,013**	**17.8**	**25.4**	**20.0**	**23.1**	**.1924**
TOTAL STATE	**8,645,997**	**27,834**	**20.5**	**26.5**	**18.8**	**19.1**	**.2776**

District of Columbia

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
WASHINGTON	**3,624.9**	**1.4760**	**32.0**	**10.9**	**20.7**	**23.5**	**20.4**	**1,356.1**
District of Columbia	623.3	.2537	33.3	12.8	20.5	19.9	26.6	254.5
• Washington	623.3	.2537	33.3	12.8	20.5	19.9	26.6	254.5
Calvert, Md.	*45.8*	*.0187*	*37.2*	*8.4*	*18.8*	*21.7*	*21.1*	*15.0*
Charles, Md.	*93.2*	*.0380*	*29.4*	*9.6*	*18.5*	*24.1*	*15.5*	*28.9*
Frederick, Md.	*137.2*	*.0559*	*31.6*	*10.2*	*19.4*	*21.8*	*21.6*	*46.5*
• *Frederick*	[illegible]	[illegible]	*32.4*	*12.6*	*20.6*	*18.3*	*25.1*	*13.6*
Montgomery, Md.	*681.6*	*.2775*	*34.2*	*9.2*	*18.6*	*24.2*	*24.2*	*257.4*
Rockville	[illegible]	[illegible]	*32.3*	*10.0*	*19.2*	*24.8*	*19.7*	*17.0*
Prince George's, Md.	*685.4*	*.2790*	*30.0*	*13.2*	*20.8*	*22.7*	*16.9*	*243.3*
Alexandria city, Va.	*112.0*	*.0456*	*32.9*	*11.2*	*28.3*	*20.9*	*23.1*	*55.5*
Alexandria	*112.0*	*.0456*	*32.9*	*11.2*	*28.3*	*20.9*	*23.1*	*55.5*
Arlington, Va.	*158.9*	*.0647*	*33.7*	*13.0*	*25.9*	*20.4*	*26.4*	*75.5*
• *Arlington*	*158.9*	*.0647*	*33.7*	*13.0*	*25.9*	*20.4*	*26.4*	*75.5*
Fairfax, Va.	*721.2*	*.2937*	*32.3*	*9.2*	*20.1*	*27.4*	*17.2*	*260.9*
Fairfax city, Va.	*19.7*	*.0080*	*32.0*	*12.8*	*20.2*	*23.4*	*20.6*	*7.1*
Fairfax	[illegible]	[illegible]	*32.0*	*12.8*	*20.2*	*23.4*	*20.6*	*7.1*
Falls Church city, Va.	*9.6*	*.0040*	*37.2*	*8.3*	*21.1*	*22.4*	*31.3*	*4.5*
Falls Church	*9.6*	*.0040*	*37.2*	*8.3*	*21.1*	*22.4*	*31.3*	*4.3*
Loudoun, Va.	*73.4*	*.0299*	*31.4*	*7.9*	*20.1*	*25.6*	*16.9*	*24.6*
Manassas city, Va.	*20.0*	*.0082*	*29.0*	*10.3*	*24.1*	[illegible]	*14.3*	*6.8*
Manassas	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

METRO AREA County City	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**29,194,343**	**5,370,306**	**2,937,968**	**3,363,173**	**2,010,220**	**6,773,904**	**1,142,235**
District of Columbia	3,402,683	600,941	740,111	269,727	197,852	165,962	203,113
• Washington	3,402,683	600,941	740,111	269,727	197,852	165,962	203,113
Calvert, Md.	*116,823*	*36,272*	*15,996*	*7,623*	*2,321*	*16,315*	*4,794*
Charles, Md.	*340,509*	*95,607*	*26,418*	*10,426*	*11,566*	*66,977*	*45,431*
Frederick, Md.	*824,014*	*185,119*	*67,288*	*91,359*	*34,340*	*186,294*	*18,965*
• *Frederick*	*572,835*	*147,648*	*42,727*	*75,005*	*23,800*	*123,663*	*13,576*
Montgomery, Md.	*6,468,215*	*1,177,331*	*502,057*	*779,976*	*530,122*	*1,664,052*	*206,006*
Rockville	*788,703*	*142,429*	*69,448*	*44,683*	*97,494*	*225,974*	*16,533*
Prince George's, Md.	*5,618,104*	*1,027,663*	*491,572*	*636,368*	*307,513*	*1,422,639*	*184,544*
Alexandria city, Va.	*1,283,362*	*160,027*	*143,136*	*234,181*	*67,082*	*424,996*	*40,721*
Alexandria	*1,283,362*	*160,027*	*143,136*	*234,181*	*67,082*	*424,996*	*40,721*
Arlington, Va.	*1,422,350*	*243,754*	*175,786*	*123,691*	*97,932*	*459,143*	*84,004*
• *Arlington*	*1,422,350*	*243,754*	*175,786*	*123,691*	*97,932*	*459,143*	*84,004*
Fairfax, Va.	*6,229,004*	*1,169,986*	*501,429*	*826,209*	*536,019*	*1,388,328*	*223,677*
Fairfax city, Va.	*944,374*	*99,699*	*74,015*	*166,207*	*91,068*	*297,516*	*39,239*
Fairfax	*944,374*	*99,699*	*74,015*	*166,207*	*91,068*	*297,516*	*39,239*
Falls Church city, Va.	*342,401*	*39,547*	*19,519*	*60,759*	*14,632*	*135,558*	*12,205*
Falls Church	*342,401*	*39,547*	*19,519*	*60,759*	*14,632*	*135,558*	*12,205*
Loudoun, Va.	*429,038*	*144,425*	*25,747*	*20,733*	*22,966*	*73,007*	*26,091*
Manassas city, Va.	*329,506*	*69,264*	*20,876*	*17,189*	*9,608*	*137,595*	*6,612*
Manassas	*329,506*	*69,264*	*20,876*	*17,189*	*9,608*	*137,595*	*6,612*

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D.C. (cont.)

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
Manassas Park city, Va.	7.3	.0029	26.1	12.2	21.4	20.3	10.8	2.2	20,383	11,279	1,520		1,003	3,013	1,814
Manassas Park	7.3	.0029	26.1	12.2	21.4	20.3	10.8	2.2	20,383	11,279	1,520		1,003	3,013	1,814
Prince William, Va.	182.1	.0741	28.2	10.6	22.0	25.7	9.2	56.9	1,202,042	235,432	107,874	106,253	84,707	294,881	43,397
Stafford, Va.	54.2	.0221	30.2	10.0	19.4	24.5	16.1	16.5	221,535	73,960	24,624	12,472	1,489	37,628	1,622
SUBURBAN TOTAL	2,808.2	1.1436	31.6	10.4	20.3	24.5	18.6	1,012.5	23,796,475	4,377,963	1,979,344	2,894,750	1,690,636	6,025,136	841,542
TOTAL METRO COUNTIES	**623.3**	**.2537**	**33.3**	**12.8**	**20.5**	**19.9**	**26.6**	**254.5**	**3,402,683**	**600,941**	**740,111**	**269,727**	**197,852**	**165,962**	**203,113**
TOTAL STATE	**623.3**	**.2537**	**33.3**	**12.8**	**20.5**	**19.9**	**26.6**	**254.5**	**3,402,683**	**600,941**	**740,111**	**269,727**	**197,852**	**165,962**	**203,113**

D.C.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WASHINGTON	**67,270,780**	**39,355**	**13.2**	**22.1**	**19.2**	**36.9**	**1.9123**
District of Columbia	10,538,992	25,704	20.6	24.6	14.5	21.7	.2814
• Washington	10,538,992	25,704	20.6	24.6	14.5	21.7	.2814
Calvert, Md.	567,104	33,118	16.4	25.3	21.9	24.5	.0148
Charles, Md.	1,146,297	35,697	13.7	24.5	25.7	25.7	.0321
Frederick, Md.	1,812,430	33,019	17.0	26.0	22.3	24.2	.0555
• *Frederick*	469,363	27,909	20.3	27.6	19.7	18.1	.0213
Montgomery, Md.	14,726,457	47,501	10.3	19.2	17.8	47.0	.4110
Rockville	914,192	46,556	9.9	17.5	19.8	45.5	.0336
Prince George's, Md.	11,168,328	38,411	13.1	24.6	21.2	34.2	.3393
Alexandria city, Va.	2,728,836	37,895	12.8	25.3	19.5	34.8	.0767
Alexandria	2,728,836	37,895	12.8	25.3	19.5	34.8	.0767
Arlington, Va.	3,777,535	38,332	14.0	24.2	17.6	36.8	.0996
• *Arlington*	3,777,535	38,332	14.0	24.2	17.6	36.8	.0996
Fairfax, Va.	15,261,132	50,312	8.5	17.7	19.2	50.5	.4178
Fairfax city, Va.	420,506	49,225	8.7	19.0	18.8	49.1	.0265
Fairfax	420,506	49,225	8.7	19.0	18.8	49.1	.0265
Falls Church city, Va.	254,469	45,442	10.4	19.6	20.5	45.2	.0115
Falls Church	254,469	45,442	10.4	19.6	20.5	45.2	.0115
Loudoun, Va.	1,116,078	38,111	12.8	23.2	22.6	32.6	.0317
Manassas city, Va.	296,581	38,839	12.9	23.9	27.2	29.4	.0126
Manassas	296,581	38,839	12.9	23.9	27.2	29.4	.0126
Manassas Park city, Va.	76,493	31,574	13.0	38.6	26.4	13.6	.0022
Manassas Park	76,493	31,574	13.0	38.6	26.4	13.6	.0022
Prince William, Va.	2,690,335	41,637	10.6	22.3	26.6	35.4	.0801
Stafford, Va.	689,207	34,991	15.7	26.0	24.7	25.4	.0195
SUBURBAN TOTAL	52,484,890	42,938	11.2	21.3	20.3	41.0	1.5100
TOTAL METRO COUNTIES	**10,538,992**	**25,704**	**20.6**	**24.6**	**14.5**	**21.7**	**.2814**
TOTAL STATE	**10,538,992**	**25,704**	**20.6**	**24.6**	**14.5**	**21.7**	**.2814**

Florida

S&MM ESTIMATES

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**183.2**	**.0746**	**45.4**	**7.4**	**12.7**	**15.2**	**46.1**	**79.1**	**1,376,484**	**285,120**	**138,846**	**151,804**	**79,684**	**386,790**	**55,276**
Manatee	183.2	.0746	45.4	7.4	12.7	15.2	46.1	79.1	1,376,484	285,120	138,846	151,804	79,684	386,790	55,276
• Bradenton	38.7	.0158	43.3	8.2	13.5	14.2	44.5	16.4	422,926	86,966	24,528	12,927	25,191	181,538	17,457
SUBURBAN TOTAL	144.5	.0588	46.0	7.2	12.5	15.4	46.5	62.7	953,558	198,154	114,318	138,877	54,493	205,252	37,819
DAYTONA BEACH	**335.4**	**.1366**	**41.8**	**9.9**	**13.4**	**16.1**	**41.6**	**142.5**	**2,162,442**	**483,739**	**241,891**	**242,885**	**136,076**	**473,804**	**103,553**
Volusia	335.4	.1366	41.8	9.9	13.4	16.1	41.6	142.5	2,162,442	483,739	241,891	242,885	136,076	473,804	103,553
• Daytona Beach	61.6	.0251	37.1	14.9	13.9	14.1	38.1	27.2	841,021	111,128	90,202	159,241	53,414	244,574	31,939
SUBURBAN TOTAL	273.8	.1115	42.6	8.8	13.3	16.6	42.3	115.3	1,321,421	372,611	151,689	83,644	82,662	229,230	71,614
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,190.3**	**.4846**	**40.7**	**8.2**	**15.5**	**18.0**	**39.6**	**514.3**	**10,067,896**	**1,681,218**	**1,120,678**	**1,037,245**	**773,254**	**2,850,423**	**378,664**
Broward	1,190.3	.4846	40.7	8.2	15.5	18.0	39.6	514.3	10,067,896	1,681,218	1,120,678	1,037,245	773,254	2,850,423	378,664
• Fort Lauderdale	155.3	.0632	38.6	10.1	12.9	18.1	36.6	72.8	2,462,314	259,134	339,040	165,325	162,225	976,253	69,167
• Hollywood	127.0	.0517	44.1	7.8	13.2	18.1	43.4	56.5	1,491,521	202,798	110,790	222,808	122,849	503,059	54,150
Plantation	57.0	.0232	37.7	7.5	13.7	26.3	29.1	20.8	737,518	117,032	58,899	207,688	33,694	136,855	17,080
• Pompano Beach	69.2	.0282	51.4	8.0	12.2	15.2	51.3	33.9	920,090	99,144	49,165	120,095	75,492	335,235	38,466
SUBURBAN TOTAL	838.8	.3415	40.0	8.0	15.6	18.2	38.6	351.1	5,193,971	1,120,142	621,683	529,017	412,688	1,035,876	216,881
FORT MYERS - CAPE CORAL	**294.6**	**.1200**	**42.8**	**7.7**	**13.3**	**16.4**	**42.8**	**125.7**	**2,076,042**	**445,686**	**191,913**	**240,099**	**176,505**	**455,254**	**87,597**
Lee	294.6	.1200	42.8	7.7	13.3	16.4	42.8	125.7	2,076,042	445,686	191,913	240,099	176,505	455,254	87,597
• Cape Coral	53.0	.0216	49.9	5.7	11.3	16.4	50.0	22.9	210,758	66,686	15,459	14,811	19,221	10,813	15,195
• Fort Myers	43.3	.0176	33.6	11.3	15.8	16.8	31.0	18.2	1,029,721	179,630	67,981	161,866	76,545	317,660	33,500
SUBURBAN TOTAL	198.3	.0808	43.4	7.4	13.3	16.4	43.5	84.6	835,563	199,370	108,473	63,422	80,739	126,781	38,902
FORT PIERCE	**220.5**	**.0898**	**39.5**	**8.6**	**14.2**	**16.8**	**38.7**	**89.8**	**1,500,219**	**337,934**	**103,803**	**135,212**	**105,842**	**397,511**	**53,281**
Martin	90.8	.0370	43.9	8.0	12.9	16.5	44.1	38.1	603,066	132,200	41,572	53,767	46,346	148,988	19,181
St. Lucie	129.7	.0528	36.5	9.0	15.1	17.1	34.8	51.7	897,153	205,734	62,231	81,445	59,496	248,523	34,100
• Fort Pierce	40.1	.0163	34.2	10.7	14.3	16.6	32.3	16.2	687,709	138,342	51,688	68,554	44,726	231,467	21,654
SUBURBAN TOTAL	180.4	.0735	40.6	8.1	14.2	16.8	40.1	73.6	812,510	199,592	52,115	66,658	61,116	166,044	31,627
FORT WALTON BEACH	**150.2**	**.0611**	**30.0**	**13.7**	**18.0**	**23.2**	**17.8**	**54.6**	**1,018,085**	**179,288**	**107,788**	**148,001**	**71,489**	**239,547**	**30,584**

FLA. (cont.) POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Okaloosa	150.2	.0611	30.0	13.7	18.0	23.2	17.8	54.6	1,018,085	179,288	107,788	148,001	71,489	239,547	30,584
• Fort Walton Beach	24.9	.0101	33.3	11.3	14.7	25.8	21.7	9.1	493,347	69,137	52,601	47,388	39,959	170,456	8,185
SUBURBAN TOTAL	125.3	.0510	29.5	14.2	18.4	22.7	17.2	45.5	524,738	110,151	55,187	100,613	31,530	69,091	22,399
GAINESVILLE	**204.1**	**.0831**	**28.1**	**20.9**	**21.5**	**17.0**	**18.2**	**77.1**	**1,309,630**	**309,167**	**136,041**	**170,564**	**60,412**	**286,470**	**32,455**
Alachua	180.4	.0735	27.6	22.4	21.9	16.5	17.3	69.5	1,208,239	274,847	128,667	163,201	53,239	269,989	28,360
• Gainesville	86.1	.0351	26.7	26.2	21.8	14.9	16.9	32.1	818,624	184,956	78,017	72,844	38,003	247,604	18,218
Bradford	23.7	.0096	32.9	9.6	18.4	21.1	25.1	7.6	101,391	34,320	7,374	7,363	7,173	16,481	4,095
SUBURBAN TOTAL	118.0	.0480	29.2	17.0	21.2	18.6	19.1	45.0	491,006	124,211	58,024	97,720	22,409	38,866	14,237
JACKSONVILLE	**890.1**	**.3624**	**31.7**	**11.4**	**18.1**	**20.1**	**23.9**	**338.9**	**5,505,484**	**984,181**	**538,566**	**573,785**	**284,026**	**1,429,465**	**218,665**
Clay	97.3	.0396	31.4	8.3	17.6	25.3	18.3	32.9	433,567	70,347	38,969	95,542	22,726	90,087	8,547
Duval	670.9	.2731	31.3	12.2	18.8	19.3	23.8	260.3	4,483,795	783,907	423,355	428,812	242,372	1,216,373	188,871
• Jacksonville	634.6	.2584	31.2	12.3	18.6	19.2	23.8	244.9	4,225,892	712,528	385,120	415,537	234,189	1,170,710	174,973
Nassau	44.0	.0179	31.1	9.5	17.2	22.4	20.9	15.3	206,335	47,929	21,505	18,042	5,451	30,220	5,599
St. Johns	77.9	.0318	35.9	9.4	15.5	19.0	32.2	30.4	381,787	81,998	54,737	31,389	13,477	92,785	15,648
SUBURBAN TOTAL	255.5	.1040	32.8	9.4	17.2	22.1	24.0	94.0	1,279,592	271,653	153,446	158,248	49,837	258,755	43,692
LAKELAND - WINTER HAVEN	**390.6**	**.1590**	**34.8**	**10.1**	**15.6**	**19.5**	**30.1**	**146.4**	**2,224,231**	**556,102**	**186,582**	**264,719**	**79,946**	**578,098**	**71,402**
Polk	390.6	.1590	34.8	10.1	15.6	19.5	30.1	146.4	2,224,231	556,102	186,582	264,719	79,946	578,098	71,402
• Lakeland	71.7	.0292	36.2	12.6	15.4	16.1	35.2	30.7	938,831	190,679	79,890	144,635	29,743	272,701	25,881
• Winter Haven	24.2	.0099	39.3	9.6	14.4	17.1	38.1	10.6	439,412	93,776	42,879	71,333	16,303	115,520	15,376
SUBURBAN TOTAL	294.7	.1199	34.2	9.5	15.9	20.5	28.2	105.1	845,988	271,645	63,813	48,751	33,900	189,877	30,145
MELBOURNE - TITUSVILLE - PALM BAY	**377.6**	**.1538**	**36.8**	**10.5**	**14.4**	**21.5**	**31.1**	**152.1**	**2,282,870**	**431,503**	**209,753**	**325,353**	**109,730**	**599,162**	**139,786**
Brevard	377.6	.1538	36.8	10.5	14.4	21.5	31.1	152.1	2,282,870	431,503	209,753	325,353	109,730	599,162	139,786
• Melbourne	60.4	.0246	36.7	12.7	14.7	19.3	31.9	24.1	716,139	125,256	50,215	114,395	33,041	243,201	21,009
• Palm Bay	46.0	.0187	34.4	10.5	18.0	18.1	30.5	18.8	143,700	36,015	13,905	16,937	7,082	4,409	35,501
• Titusville	43.5	.0177	37.8	9.7	12.6	22.7	31.3	17.2	292,630	70,870	28,732	46,289	8,766	61,951	16,582
SUBURBAN TOTAL	227.7	.0928	37.2	10.2	13.9	22.6	30.9	91.4	1,131,381	199,262	116,901	147,732	60,841	289,601	66,694
MIAMI - HIALEAH	**1,818.2**	**.7402**	**37.1**	**9.6**	**15.8**	**20.9**	**32.2**	**695.6**	**14,751,212**	**2,465,252**	**1,335,132**	**1,593,573**	**779,572**	**3,842,765**	**687,687**
Dade	1,818.2	.7402	37.1	9.6	15.8	20.9	32.2	695.6	14,751,212	2,465,252	1,335,132	1,593,573	779,572	3,842,765	687,687
Coral Gables	43.0	.0175	38.7	15.1	14.6	19.8	[illegible]	16.5	519,178	62,704	48,227	13,947	32,693	193,110	16,905
• Hialeah	170.2	.0693	38.2	10.1	12.5	24.5	30.8	58.1	1,577,828	279,686	86,089	259,104	70,605	202,057	71,543
• Miami	384.9	.1573	39.7	9.3	14.6	21.2	35.6	152.5	4,074,330	528,925	340,216	381,879	251,276	1,173,770	175,718

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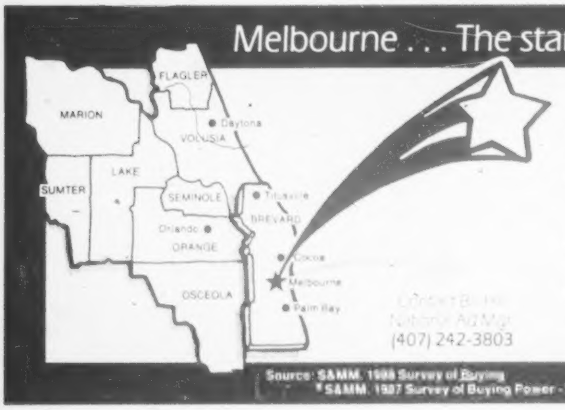
FLA. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
• Miami Beach	97.5	.0397	65.9	4.2	7.6	11.4	69.4	57.5	547,124	122,378	89,262	30,464	13,231	47,047	65,275
North Miami	44.3	.0180	41.7	9.5	17.5	17.9	40.7	20.8	430,246	115,153	45,037	2,143	35,199	95,984	28,625
SUBURBAN TOTAL	1,163.6	.4737	34.6	10.0	17.3	21.1	28.2	427.7	8,757,233	1,534,263	799,565	922,126	444,460	2,419,891	375,151
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***3,008.5***	***1.2248***	***38.4***	***9.1***	***15.6***	***19.8***	***35.1***	***1,209.9***	***24,819,108***	***4,146,470***	***2,455,810***	***2,630,818***	***1,552,826***	***6,693,188***	***1,066,351***
NAPLES	**127.9**	**.0520**	**40.1**	**8.3**	**14.2**	**17.8**	**38.9**	**53.9**	**1,170,011**	**256,946**	**117,129**	**89,930**	**117,712**	**250,738**	**39,955**
Collier	127.9	.0520	40.1	8.3	14.2	17.8	38.9	53.9	1,170,011	256,946	117,129	89,930	117,712	250,738	39,955
• Naples	21.1	.0086	57.8	5.2	8.2	14.6	59.8	10.3	673,508	162,050	72,640	73,520	68,057	105,072	25,742
SUBURBAN TOTAL	106.8	.0434	37.3	8.9	15.4	18.4	34.8	43.6	496,503	94,896	44,489	16,410	49,655	145,666	14,213
OCALA	**179.3**	**.0730**	**38.3**	**8.1**	**14.0**	**18.2**	**36.1**	**70.5**	**1,230,842**	**261,484**	**84,189**	**150,749**	**71,348**	**249,821**	**49,314**
Marion	179.3	.0730	38.3	8.1	14.0	18.2	36.1	70.5	1,230,842	261,484	84,189	150,749	71,348	249,821	49,314
• Ocala	47.8	.0195	34.9	9.3	14.1	18.4	31.5	18.5	915,757	159,578	64,518	133,417	59,663	203,167	34,467
SUBURBAN TOTAL	131.5	.0535	39.6	7.7	13.9	18.2	37.7	52.0	315,085	101,906	19,671	17,332	11,685	46,654	14,847
ORLANDO	**959.0**	**.3903**	**33.0**	**11.6**	**17.3**	**20.4**	**26.1**	**365.9**	**7,210,402**	**1,385,943**	**805,251**	**838,668**	**321,637**	**1,995,974**	**190,112**
Orange	610.5	.2485	32.3	13.1	17.6	19.5	25.6	235.2	4,895,132	928,401	554,344	528,842	183,964	1,459,498	128,092
• Orlando	156.7	.0638	31.5	16.6	17.8	16.4	27.3	61.9	2,017,785	285,456	216,466	287,065	84,735	687,858	42,535
Osceola	90.7	.0369	37.4	9.1	14.3	18.8	34.5	35.4	712,474	156,227	105,861	56,967	25,996	192,912	21,836
Seminole	257.8	.1049	33.4	8.8	17.6	22.9	24.3	95.3	1,602,796	301,315	145,046	252,859	111,677	343,564	40,184
SUBURBAN TOTAL	802.3	.3265	33.3	10.6	17.1	21.2	25.9	304.0	5,192,617	1,100,487	588,785	551,603	236,902	1,308,116	147,577
PANAMA CITY	**129.0**	**.0525**	**32.1**	**11.4**	**17.1**	**21.0**	**24.0**	**49.3**	**848,281**	**129,252**	**110,568**	**113,731**	**44,655**	**231,289**	**28,631**
Bay	129.0	.0525	32.1	11.4	17.1	21.0	24.0	49.3	848,281	129,252	110,568	113,731	44,655	231,289	28,631
• Panama City	37.6	.0153	33.7	10.8	16.2	17.7	30.1	15.5	562,329	63,198	48,348	83,940	32,973	190,457	18,328
SUBURBAN TOTAL	91.4	.0372	31.5	11.6	17.4	22.3	21.5	33.8	285,952	66,054	62,220	29,791	11,682	40,832	10,303
PENSACOLA	**349.6**	**.1423**	**31.2**	**12.3**	**17.5**	**20.7**	**22.7**	**128.6**	**2,009,385**	**408,565**	**191,839**	**332,464**	**109,274**	**497,312**	**57,127**
Escambia	281.0	.1144	31.3	12.6	17.4	20.3	23.3	104.1	1,744,736	334,138	170,474	301,762	97,640	443,139	44,460
• Pensacola	66.6	.0271	34.5	10.2	14.2	19.0	30.2	26.6	600,617	74,436	55,397	72,208	31,169	257,642	14,913
Santa Rosa	68.6	.0279	30.9	11.3	17.4	22.7	20.1	24.5	264,649	74,427	21,365	30,702	11,634	54,173	12,667
SUBURBAN TOTAL	283.0	.1152	30.5	12.8	17.7	21.1	21.0	102.0	1,408,768	334,129	136,442	260,256	78,105	239,670	42,214
SARASOTA	**255.7**	**.1041**	**51.1**	**6.7**	**11.7**	**15.1**	**51.1**	**115.7**	**2,200,868**	**418,691**	**219,241**	**345,509**	**204,157**	**517,105**	**95,520**
Sarasota	255.7	.1041	51.1	6.7	11.7	15.1	51.1	115.7	2,200,868	418,691	219,241	245,509	204,157	517,105	95,520
• Sarasota	54.1	.0220	43.5	9.9	14.3	14.9	44.2	24.6	804,447	145,865	105,715	78,061	67,667	138,982	43,596
SUBURBAN TOTAL	201.6	.0821	53.2	5.9	11.1	15.1	52.8	91.1	1,396,421	272,826	113,526	167,448	136,490	378,123	51,924



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FLA. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
TALLAHASSEE	**222.9**	**.0907**	**28.7**	**17.3**	**20.3**	**18.2**	**19.1**	**83.2**	**1,360,471**	**269,600**	**142,659**	**236,834**	**95,007**	**235,741**	**36,892**
Gadsden	46.2	.0188	30.6	10.0	15.5	17.4	25.8	14.7	120,633	35,497	6,343	10,573	5,274	25,058	4,608
Leon	176.7	.0719	28.4	19.2	21.8	18.3	17.3	68.5	1,239,838	234,103	136,316	226,261	89,733	210,683	32,284
• Tallahassee	125.0	.0509	27.2	25.5	21.1	15.1	18.6	49.4	1,035,261	186,258	121,269	219,565	72,777	156,821	22,824
SUBURBAN TOTAL	97.9	.0398	30.8	6.8	19.6	22.1	19.7	33.8	325,210	83,342	21,390	17,269	22,230	78,920	14,068
TAMPA - ST. PETERSBURG - CLEARWATER	**1,979.3**	**.8058**	**40.5**	**8.7**	**14.4**	**17.3**	**39.6**	**838.9**	**13,442,895**	**2,903,609**	**1,339,987**	**1,760,542**	**874,143**	**3,132,782**	**461,185**
Hernando	81.0	.0330	48.5	6.3	10.4	15.8	48.6	33.8	303,327	100,149	18,920	26,646	16,603	58,242	16,635
Hillsborough	805.8	.3280	32.9	11.3	17.8	20.2	26.1	314.3	5,796,855	1,233,815	544,927	765,755	361,457	1,394,152	187,169
• Tampa	294.4	.1199	34.6	11.2	16.6	17.9	31.5	122.0	3,146,648	502,278	315,388	405,036	217,173	879,019	97,801
Pasco	256.2	.1043	54.1	6.0	10.1	13.8	53.7	112.2	1,350,119	339,545	104,687	157,253	65,264	282,598	57,852
Pinellas	836.3	.3405	47.0	7.4	12.9	15.6	47.3	378.6	5,992,594	1,230,100	671,453	810,888	430,819	1,397,790	199,529
• Clearwater	101.6	.0414	45.1	8.1	13.6	16.4	45.4	45.8	1,616,937	205,434	167,125	280,739	122,139	517,377	41,093
Largo	66.0	.0269	49.0	7.8	13.2	14.7	49.2	31.1	397,044	133,787	32,798	34,369	39,544	44,165	17,754
• St. Petersburg	243.4	.0991	43.8	8.4	13.8	15.6	44.1	108.7	1,698,829	354,038	159,247	293,398	98,203	375,142	53,531
SUBURBAN TOTAL	1,339.9	.5454	40.9	8.3	14.1	17.6	40.0	562.4	6,980,481	1,841,859	698,227	781,369	436,628	1,361,244	268,760
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**804.0**	**.3274**	**41.7**	**8.1**	**14.5**	**17.0**	**41.4**	**346.0**	**6,593,307**	**1,282,853**	**664,612**	**773,217**	**535,034**	**1,581,840**	**245,185**
Palm Beach	804.0	.3274	41.7	8.1	14.5	17.0	41.4	346.0	6,593,307	1,282,853	664,612	773,217	535,034	1,581,840	245,185
• Boca Raton	62.0	.0252	43.3	9.0	12.7	19.6	42.3	26.9	663,634	141,117	100,897	49,428	91,456	25,630	38,378
• Delray Beach	48.5	.0197	49.7	7.3	12.3	14.0	49.8	22.1	766,939	99,113	51,066	26,297	33,958	426,285	15,918
• West Palm Beach	73.1	.0298	38.5	10.3	16.2	16.9	37.4	32.5	1,317,154	130,100	98,192	268,921	122,951	463,734	32,128
SUBURBAN TOTAL	620.4	.2527	41.5	7.9	14.6	17.0	41.1	264.5	3,845,580	912,523	414,457	428,571	286,669	666,191	158,761
OTHER COUNTIES															
Baker	18.9	.0077	29.9	11.0	16.8	21.1	20.3	5.5	37,003	13,615	2,735	2,048	1,633	4,772	1,574
Calhoun	10.0	.0040	35.3	8.3	13.7	19.0	31.3	3.4	37,412	11,282	998	2,090	875	11,448	1,950
Charlotte	89.5	.0365	57.5	5.1	8.8	12.8	59.3	40.8	511,346	127,444	39,497	26,637	40,833	127,860	23,498
Citrus	85.7	.0349	53.3	5.6	9.7	14.7	53.2	37.2	377,758	104,377	21,046	27,034	16,282	80,681	16,105
Columbia	41.9	.0171	31.9	10.2	16.0	20.5	24.6	15.1	267,136	67,248	24,548	21,427	11,324	56,718	10,182
De Soto	22.7	.0093	35.5	10.2	14.4	18.4	32.3	8.0	126,843	35,157	8,924	22,992	3,259	17,869	6,097
Dixie	9.3	.0038	34.6	8.7	15.5	20.7	28.7	3.3	37,711	11,887	2,237	4,093	617	5,850	943
Flagler	19.3	.0079	43.1	7.4	12.7	15.5	43.7	8.5	50,298	17,572	3,928	332	1,894	13,861	385
Franklin	8.4	.0034	35.1	8.7	13.3	19.7	30.5	3.1	29,236	9,950	3,777	1,211	322	2,841	948
Gilchrist	7.3	.0030	32.4	13.0	12.3	20.9	25.9	2.5	14,761	5,854	1,874	920	101	267	493
Glades	7.3	.0030	37.7	7.8	12.8	18.5	34.9	2.7	10,096	5,840	1,135	990	214	230	128
Gulf	11.3	.0046	33.5	10.5	13.8	20.3	27.5	4.0	31,822	12,915	1,800	2,240	2,070	3,717	1,792
Hamilton	9.3	.0037	31.9	9.0	15.1	16.4	28.8	3.2	40,395	13,373	2,040	781	963	3,773	1,013
Hardee	21.8	.0089	31.3	9.4	15.6	18.0	26.3	7.4	103,499	37,432	2,919	6,241	2,674	14,536	7,801
Hendry	23.9	.0097	30.5	9.4	15.8	20.5	22.3	8.0	137,985	49,223	9,802	8,555	2,595	34,960	3,673
Highlands	62.5	.0255	45.8	7.5	11.3	15.2	46.3	26.6	309,827	89,526	25,396	20,300	20,296	73,070	18,691
Holmes	16.5	.0067	35.8	8.5	13.5	20.6	30.7	6.2	39,090	12,420	6,025	1,720	1,417	7,738	1,188
Indian River	84.4	.0344	41.3	8.3	13.3	17.3	40.5	35.1	541,210	129,608	50,794	49,584	39,372	99,045	33,620
Jackson	42.7	.0174	33.3	11.1	14.6	18.5	29.0	14.9	173,803	38,960	7,516	14,703	5,208	55,609	7,417
Jefferson	11.7	.0048	31.6	9.2	15.6	16.8	27.9	4.0	41,431	17,937	927	5,074	1,481	3,086	1,716
Lafayette	4.7	.0019	33.5	9.3	15.4	18.7	29.0	1.5	8,797	3,584	512		428	774	180

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FINAL EDITION

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** ABC FAS-FAX Circulation Averages for Six Months ending 3/31/87 and 3/31/88, subject to audit, for newspapers with a combined daily circulation of 100,000 or more on 3/31/87*

FLA. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
Lake	139.4	.0567	44.3	7.0	11.7	16.6	44.5	58.7	835,009	188,687	58,121	87,192	48,620	231,361	32,824
Levy	25.1	.0102	37.1	8.1	14.0	18.6	34.2	9.5	78,579	30,534	6,718	3,538	2,876	11,792	4,273
Liberty	4.6	.0019	33.8	10.0	14.5	19.7	28.5	1.6	8,596	5,148	575		474	239	195
Madison	15.5	.0063	33.1	9.2	13.4	17.3	30.2	5.2	66,887	18,949	3,268	6,704	2,955	9,174	7,238
Monroe	74.9	.0305	37.5	10.2	18.5	19.5	34.0	33.8	538,208	123,692	87,187	58,186	26,987	73,738	24,833
Okeechobee	28.1	.0115	33.2	9.1	14.6	19.5	27.8	10.5	175,184	63,928	18,816	15,757	6,935	21,167	8,754
Putnam	61.3	.0249	36.6	8.6	13.7	17.9	34.0	23.4	276,534	72,912	18,869	32,594	15,691	60,155	10,337
Sumter	30.5	.0125	37.5	10.3	12.4	18.0	35.2	11.5	156,266	39,622	15,460	8,891	2,978	10,087	4,992
Suwannee	26.5	.0108	34.2	8.4	14.3	19.1	29.9	9.6	126,226	39,659	6,413	7,442	6,161	33,623	12,428
Taylor	18.3	.0074	32.9	9.6	15.7	18.7	28.0	6.8	78,431	20,496	6,074	6,405	3,366	20,106	3,329
Union	11.4	.0046	30.9	13.9	30.4	22.0	15.5	2.4	19,635	5,934	940		96	3,218	861
Wakulla	14.1	.0057	31.9	8.4	17.8	19.6	24.9	4.9	20,887	9,642	3,568	1,499	1,166	2,022	192
Walton	27.5	.0112	38.1	8.4	13.3	19.2	34.8	10.9	92,244	32,010	5,732	7,090	4,001	14,832	2,886
Washington	16.1	.0066	36.7	7.9	13.1	19.7	32.8	6.2	49,434	20,236	5,336	4,916	1,258	1,385	3,674
TOTAL METRO COUNTIES	**11,061.5**	**4.5033**	**37.1**	**9.9**	**15.6**	**18.9**	**34.0**	**4,468.1**	**80,341,057**	**15,476,133**	**7,986,468**	**9,424,884**	**5,029,503**	**20,231,891**	**3,062,871**
TOTAL STATE	**12,163.9**	**4.9523**	**37.3**	**9.7**	**15.4**	**18.7**	**34.4**	**4,904.1**	**85,790,636**	**16,962,786**	**8,441,975**	**9,884,070**	**5,306,925**	**21,343,495**	**3,319,081**

FLA. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BRADENTON	**2,363,000**	**22,244**	**27.4**	**28.2**	**13.8**	**13.1**	**.0786**
Manatee	2,363,000	22,244	27.4	28.2	13.8	13.1	.0786
• Bradenton	469,466	21,277	26.0	26.8	14.3	11.7	.0187
SUBURBAN TOTAL	1,893,534	22,455	27.7	28.7	13.6	13.4	.0599
DAYTONA BEACH	**4,110,046**	**21,011**	**28.1**	**26.4**	**13.1**	**12.7**	**.1335**
Volusia	4,110,046	21,011	28.1	26.4	13.1	12.7	.1335
• Daytona Beach	682,094	17,587	28.5	23.8	10.5	9.6	.0320
SUBURBAN TOTAL	3,427,952	21,895	28.0	27.0	13.7	13.5	.1015
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**18,738,472**	**27,246**	**22.2**	**26.3**	**16.8**	**21.0**	**.5849**
Broward	18,738,472	27,246	22.2	26.3	16.8	21.0	.5849
• Fort Lauderdale	2,693,964	24,564	23.6	25.4	13.8	20.0	.1025
• Hollywood	2,009,253	25,437	23.2	24.5	15.4	20.3	.0707
Plantation	1,048,902	40,843	14.2	21.3	18.8	39.0	.0353
• Pompano Beach	1,283,047	27,511	21.5	26.7	16.0	22.0	.0435
SUBURBAN TOTAL	12,752,208	28,086	21.8	26.6	17.7	21.2	.3682

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
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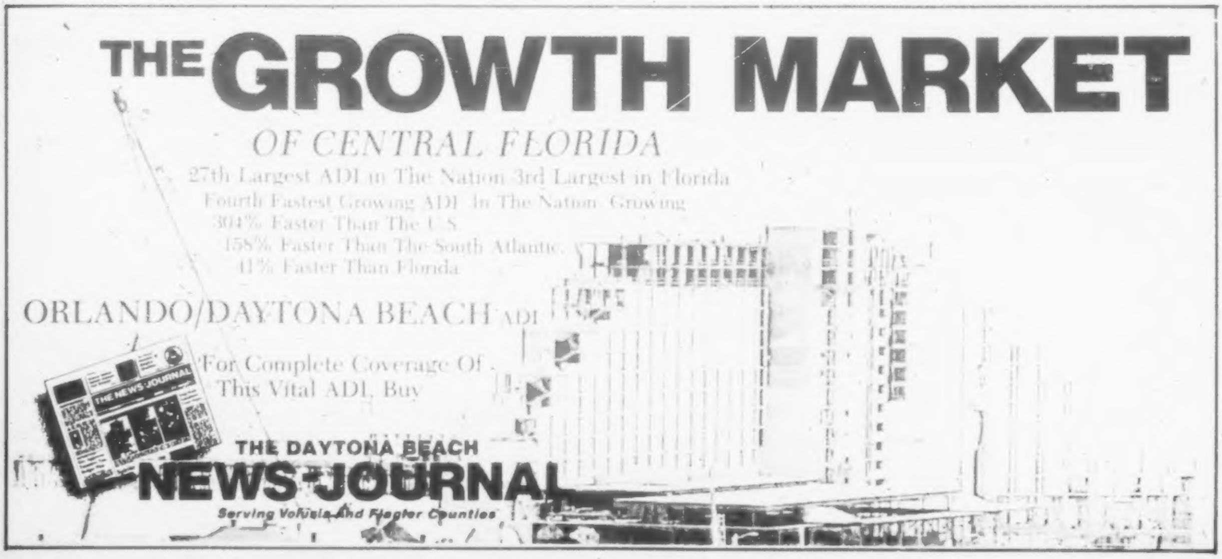
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
FORT MYERS - CAPE CORAL	**4,059,013**	**23,718**	**26.2**	**28.0**	**15.5**	**15.2**	**.1277**
Lee	4,059,013	23,718	26.2	28.0	15.5	15.2	.1277
• Cape Coral	805,737	27,847	22.8	29.0	19.5	18.6	.0210
• Fort Myers	507,634	19,135	28.4	24.8	12.6	10.6	.0315
SUBURBAN TOTAL	2,745,642	23,675	26.6	28.6	15.1	15.2	.0752
FORT PIERCE	**2,600,032**	**21,583**	**26.2**	**27.7**	**13.5**	**12.4**	**.0877**
Martin	1,171,504	22,639	25.7	27.4	14.3	14.1	.0374
St. Lucie	1,428,528	20,804	26.6	27.7	12.9	11.2	.0503
• Fort Pierce	378,821	16,148	27.3	23.3	9.4	8.0	.0225
SUBURBAN TOTAL	2,221,211	22,768	26.0	28.6	14.4	13.4	.0652
FORT WALTON BEACH	**1,729,789**	**23,864**	**26.5**	**27.3**	**16.3**	**15.1**	**.0590**
Okaloosa	1,729,789	23,864	26.5	27.3	16.3	15.1	.0590
• Fort Walton Beach	312,403	26,926	23.2	26.5	18.4	18.5	.0165
SUBURBAN TOTAL	1,417,386	23,379	27.2	27.4	15.9	14.4	.0425
GAINESVILLE	**2,238,053**	**20,174**	**24.4**	**22.8**	**13.9**	**13.6**	**.0770**
Alachua	2,051,298	20,479	24.3	22.5	14.1	14.2	.0703
• Gainesville	987,203	20,693	24.6	22.4	14.2	14.6	.0383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FLA. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Bradford	186,755	17,950	26.2	25.5	11.5	8.3	.0067
SUBURBAN TOTAL	1,250,850	19,839	24.4	23.1	13.7	12.8	.0387
JACKSONVILLE	**11,044,677**	**24,744**	**22.2**	**25.9**	**16.4**	**17.1**	**.3518**
Clay	1,138,028	28,951	19.8	26.2	20.5	19.5	.0341
Duval	8,507,162	24,553	22.1	25.7	16.1	17.2	.2745
• Jacksonville	7,949,209	24,436	22.2	25.6	16.1	17.0	.2578
Nassau	416,397	22,935	22.4	30.0	15.6	10.4	.0141
St. Johns	983,090	23,408	24.9	25.6	15.0	16.7	.0291
SUBURBAN TOTAL	3,095,468	25,566	22.1	26.7	17.2	17.3	.0940
LAKELAND - WINTER HAVEN	**4,163,755**	**21,163**	**26.5**	**27.9**	**14.0**	**10.6**	**.1400**
Polk	4,163,755	21,163	26.5	27.9	14.0	10.6	.1400
• Lakeland	842,162	19,823	26.8	26.2	12.9	10.4	.0372
• Winter Haven	287,037	19,025	28.0	24.4	12.4	11.1	.0150
SUBURBAN TOTAL	3,034,556	21,727	26.2	29.0	14.4	10.6	.0878
MELBOURNE - TITUSVILLE - PALM BAY	**4,599,071**	**23,987**	**25.1**	**27.8**	**16.9**	**13.9**	**.1470**
Brevard	4,599,071	23,987	25.1	27.8	16.9	13.9	.1470
• Melbourne	651,611	21,034	28.0	28.4	15.5	8.4	.0290
• Palm Bay	543,452	24,540	24.6	35.2	16.3	11.0	.0150
• Titusville	504,682	23,548	23.5	26.6	16.6	13.9	.0171
SUBURBAN TOTAL	2,899,326	24,900	24.7	26.3	17.5	16.0	.0859
MIAMI - HIALEAH	**23,631,432**	**24,260**	**21.5**	**24.3**	**14.9**	**18.9**	**.8034**
Dade	23,631,432	24,260	21.5	24.3	14.9	18.9	.8034
Coral Gables	872,546	33,540	17.3	20.4	13.5	34.8	.0272
• Hialeah	1,781,869	25,263	21.7	28.4	17.4	15.3	.0683
• Miami	4,039,910	17,818	25.4	22.8	10.8	11.3	.1737
• Miami Beach	1,490,573	13,854	27.7	15.9	7.3	11.9	.0418
North Miami	687,586	24,636	24.1	27.4	16.3	16.2	.0227
SUBURBAN TOTAL	16,319,080	28,689	19.4	25.4	17.0	23.0	.5196

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***42,369,904***	***25,536***	***21.9***	***25.0***	***15.7***	***19.8***	***1.3883***
NAPLES	**1,736,924**	**21,777**	**25.8**	**26.4**	**12.0**	**15.4**	**.0602**
Collier	1,736,924	21,777	25.8	26.4	12.0	15.4	.0602
• Naples	474,552	29,409	21.1	22.6	14.4	28.4	.0222
SUBURBAN TOTAL	1,262,372	20,453	26.9	27.1	11.5	12.4	.0380
OCALA	**1,712,320**	**17,553**	**31.4**	**25.9**	**9.4**	**7.9**	**.0652**
Marion	1,712,320	17,553	31.4	25.9	9.4	7.9	.0652
• Ocala	475,672	17,524	29.0	23.9	10.0	9.8	.0291
SUBURBAN TOTAL	1,236,648	17,562	32.3	26.6	9.1	7.2	.0361
ORLANDO	**12,201,848**	**25,188**	**23.4**	**27.0**	**16.7**	**17.1**	**.4085**
Orange	7,907,681	25,043	23.4	27.4	16.2	17.1	.2683
• Orlando	1,972,382	21,786	25.5	25.7	13.8	14.0	.0827
Osceola	901,907	19,339	30.2	27.6	12.3	8.4	.0353
Seminole	3,392,255	28,629	20.6	26.4	19.5	20.1	.1049
SUBURBAN TOTAL	10,229,461	25,919	22.9	27.3	17.3	17.7	.3258
PANAMA CITY	**1,191,911**	**18,130**	**29.8**	**25.8**	**11.6**	**7.6**	**.0456**
Bay	1,191,911	18,130	29.8	25.8	11.6	7.6	.0456
• Panama City	343,310	15,886	28.9	23.0	10.4	6.6	.0193
SUBURBAN TOTAL	848,601	18,994	30.5	27.0	12.2	8.0	.0263
PENSACOLA	**4,006,824**	**23,774**	**22.8**	**26.3**	**16.6**	**15.0**	**.1301**
Escambia	3,248,211	23,721	22.9	26.2	16.5	15.1	.1075
• Pensacola	837,847	23,163	21.7	24.0	15.6	16.5	.0302
Santa Rosa	758,613	24,000	22.2	26.5	16.8	14.9	.0226
SUBURBAN TOTAL	3,168,977	23,919	23.1	26.7	16.8	14.7	.0999
SARASOTA	**3,697,897**	**23,549**	**26.2**	**28.2**	**14.5**	**15.4**	**.1213**
Sarasota	3,697,897	23,549	26.2	28.2	14.5	15.4	.1213

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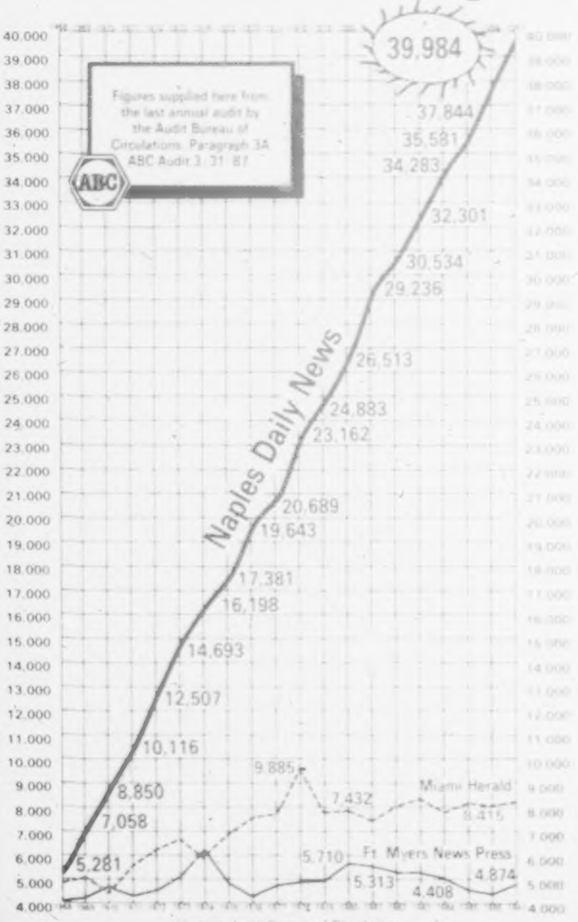
FLA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Sarasota	734,236	20,290	28.0	25.5	12.3	12.8	.0315
SUBURBAN TOTAL	2,963,661	24,389	25.7	28.8	15.2	16.1	.0898
TALLAHASSEE	**2,570,271**	**21,990**	**23.3**	**23.6**	**14.4**	**15.9**	**.0847**
Gadsden	318,662	15,894	26.5	24.5	9.1	6.3	.0112
Leon	2,251,609	23,539	22.6	23.4	15.4	18.0	.0735
• Tallahassee	1,518,507	20,465	24.3	22.0	12.6	16.3	.0540
SUBURBAN TOTAL	1,051,764	23,829	21.9	25.8	17.0	15.4	.0307
TAMPA - ST. PETERSBURG - CLEARWATER	**25,703,901**	**22,658**	**26.5**	**26.8**	**14.6**	**14.4**	**.8236**
Hernando	829,775	19,202	33.2	28.8	11.6	7.2	.0255
Hillsborough	10,173,363	24,585	22.5	25.9	16.4	16.7	.3370
• Tampa	3,548,614	20,515	25.2	24.4	13.6	13.0	.1405
Pasco	2,917,892	19,771	32.7	29.0	11.4	8.9	.0927
Pinellas	11,782,871	22,627	27.3	26.5	14.4	14.8	.3684
• Clearwater	1,539,521	24,351	26.6	26.2	15.5	17.6	.0637
Largo	938,069	23,479	27.9	30.2	15.5	13.4	.0277
• St. Petersburg	3,097,624	19,811	28.4	24.3	12.8	12.5	.1012
SUBURBAN TOTAL	17,518,142	23,428	26.2	27.9	15.2	14.8	.5182
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**13,603,705**	**28,555**	**20.6**	**25.0**	**17.1**	**23.3**	**.4058**
Palm Beach	13,603,705	28,555	20.6	25.0	17.1	23.3	.4058
• Boca Raton	1,391,537	37,455	15.2	22.7	17.9	35.7	.0397
• Delray Beach	861,856	28,014	20.8	26.4	16.7	22.7	.0323
• West Palm Beach	1,064,245	22,995	24.2	24.1	14.9	16.4	.0481
SUBURBAN TOTAL	10,286,067	28,505	20.7	25.3	17.3	22.9	.2857

103% Sunday, 83% Daily*

Naples, Florida



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FLA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,399 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Baker	150,198	21,667	26.4	31.2	15.0	7.7	.0045
Calhoun	67,355	14,628	28.9	21.0	9.4	5.1	.0026
Charlotte	1,117,069	20,081	31.2	27.5	12.2	10.5	.0346
Citrus	851,126	16,808	34.3	25.1	9.3	6.8	.0277
Columbia	398,881	19,997	24.8	26.8	14.1	9.2	.0148
De Soto	203,797	18,201	29.7	26.1	10.6	8.6	.0075
Dixie	76,000	15,482	31.4	20.2	8.8	8.0	.0027
Flagler	224,685	20,881	27.4	30.6	11.2	10.2	.0061
Franklin	68,428	15,426	29.5	22.6	9.6	6.8	.0022
Gilchrist	35,005	16,222	29.5	25.2	11.0	5.2	.0017
Glades	62,597	17,926	32.2	24.1	12.9	6.6	.0017
Gulf	96,766	19,610	22.8	26.1	15.3	8.0	.0031
Hamilton	70,959	16,818	25.6	23.7	10.6	7.5	.0027
Hardee	148,436	14,400	31.4	21.4	8.0	5.1	.0061
Hendry	222,871	21,393	23.9	28.4	13.1	11.2	.0080
Highlands	649,275	17,359	31.3	25.6	8.7	8.8	.0212
Holmes	134,708	15,635	27.8	24.4	8.7	5.9	.0042
Indian River	1,129,158	22,212	26.6	26.4	14.3	14.2	.0351

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Jackson	354,227	16,972	27.3	24.0	10.7	7.7	.0124
Jefferson	95,520	15,800	27.9	19.9	10.5	10.0	.0032
Lafayette	36,018	18,043	27.3	25.0	11.5	7.9	.0011
Lake	1,558,563	19,201	31.3	26.2	11.3	10.4	.0519
Levy	223,597	17,286	30.2	25.6	9.2	7.2	.0072
Liberty	40,187	18,047	29.0	20.9	15.0	9.0	.0011
Madison	119,400	17,500	24.8	24.7	9.3	9.3	.0044
Monroe	1,062,808	21,965	26.9	26.7	12.6	15.3	.0331
Okeechobee	246,493	16,933	31.9	24.9	9.3	7.1	.0095
Putnam	604,454	18,543	26.8	24.5	12.0	10.3	.0198
Sumter	249,622	15,638	30.4	24.9	8.5	5.2	.0094
Suwannee	241,438	18,548	27.8	24.2	12.4	9.7	.0085
Taylor	182,235	19,150	22.8	21.4	14.6	12.7	.0058
Union	74,201	19,887	23.6	32.7	10.9	6.1	.0025
Wakulla	118,533	18,803	27.8	26.5	13.0	7.9	.0034
Walton	262,453	17,614	27.2	23.6	10.9	9.8	.0081
Washington	145,635	17,777	26.8	24.8	11.8	7.8	.0046
TOTAL METRO COUNTIES	**145,702,936**	**23,897**	**24.1**	**26.2**	**15.3**	**16.6**	**4.7356**
TOTAL STATE	**157,045,634**	**23,383**	**24.6**	**26.1**	**15.0**	**16.0**	**5.1081**

Georgia

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ALBANY	**118.7**	**.0483**	**28.6**	**12.0**	**18.7**	**19.0**	**19.0**	**40.0**
Dougherty	102.9	.0419	28.6	12.2	18.6	18.8	19.2	34.9
• Albany	84.9	.0346	28.6	12.1	18.5	17.3	20.9	29.2
Lee	15.8	.0064	28.9	11.0	20.3	20.2	17.5	5.1
SUBURBAN TOTAL	33.8	.0137	28.5	11.9	19.5	23.2	14.2	10.8
ATHENS	**146.7**	**.0598**	**29.1**	**18.6**	**18.9**	**18.3**	**20.6**	**53.8**
Clarke	81.0	.0330	26.9	25.7	19.5	15.8	18.5	30.7
• Athens	44.4	.0181	25.6	32.7	17.5	11.8	21.7	16.6
Jackson	28.9	.0118	32.8	9.8	16.4	21.1	25.3	10.2
Madison	21.1	.0086	31.9	9.4	17.9	21.2	23.2	7.4
Oconee	15.7	.0064	30.9	10.2	20.5	22.1	19.6	5.5
SUBURBAN TOTAL	102.3	.0417	30.5	12.4	19.3	21.2	20.1	37.2
ATLANTA	**2,662.8**	**1.0842**	**31.1**	**10.6**	**20.7**	**22.4**	**19.5**	**989.3**
Barrow	26.9	.0109	32.4	9.5	16.5	20.2	25.5	9.5
Butts	16.3	.0067	30.9	13.1	18.2	18.9	23.7	4.8
Cherokee	76.8	.0313	30.4	9.1	21.2	21.5	18.7	25.9
Clayton	177.1	.0721	29.2	11.2	21.4	23.4	14.2	63.0
Cobb	407.6	.1659	31.0	10.4	22.4	24.6	16.5	156.1
• Marietta	45.6	.0186	31.1	14.8	23.6	17.9	22.9	20.3
Coweta	47.7	.0195	32.5	9.0	16.5	21.0	24.9	16.8
De Kalb	539.1	.2195	31.3	11.7	21.0	22.6	19.7	205.5
Douglas	73.5	.0299	29.8	8.8	20.4	22.9	16.6	23.9
Fayette	51.6	.0210	32.2	6.8	18.7	27.9	16.9	17.4
Forsyth	39.8	.0162	31.6	9.5	18.2	22.5	21.3	14.2
Fulton	638.0	.2597	31.8	11.8	20.3	19.9	23.6	255.6
• Atlanta	451.2	.1837	31.4	12.9	20.0	18.3	24.5	180.5
Gwinnett	301.2	.1227	30.2	8.8	23.2	24.5	14.3	106.1
Henry	50.2	.0204	31.9	9.2	18.0	22.0	22.4	17.1
Newton	41.5	.0169	31.5	9.9	16.2	20.8	23.5	13.9
Paulding	34.1	.0139	30.9	9.4	18.5	21.4	21.0	11.9
Rockdale	51.1	.0208	31.4	8.5	18.0	24.8	18.8	17.0
Spalding	54.0	.0220	32.3	9.4	16.3	20.7	24.9	18.6
Walton	36.3	.0148	31.9	9.2	15.9	20.9	24.2	12.0
SUBURBAN TOTAL	2,166.0	.8819	31.0	10.0	20.8	23.4	18.3	788.5
AUGUSTA	**399.5**	**.1626**	**30.5**	**12.3**	**18.4**	**19.9**	**21.7**	**142.0**
Columbia	60.4	.0246	29.7	9.9	20.4	23.3	15.9	20.7
McDuffie	20.9	.0085	31.5	9.9	16.7	19.9	24.3	7.5
Richmond	198.0	.0806	29.7	14.6	18.7	18.7	21.4	68.5
• Augusta	47.4	.0193	35.9	11.4	15.4	14.8	36.1	20.2
Aiken, S. C.	*120.2*	*.0489*	*32.1*	*10.1*	*16.7*	*20.6*	*24.7*	*45.3*
SUBURBAN TOTAL	352.1	.1433	29.9	12.4	18.8	20.7	19.7	121.8

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**764,934**	**151,929**	**67,838**	**116,590**	**44,871**	**176,228**	**19,859**
Dougherty	754,389	146,417	67,203	116,590	44,276	175,765	18,698
• Albany	741,414	142,000	66,296	115,507	44,037	175,010	18,625
Lee	10,545	5,512	635		595	463	1,164
SUBURBAN TOTAL	23,520	9,929	1,542	1,083	834	1,218	1,234
ATHENS	**911,621**	**196,358**	**92,337**	**142,773**	**39,270**	**179,614**	**39,803**
Clarke	742,896	129,485	82,921	137,408	33,115	146,412	32,022
• Athens	521,258	99,518	70,355	64,063	25,646	83,481	26,766
Jackson	112,344	33,817	5,750	5,196	4,329	28,349	6,714
Madison	20,062	11,012	1,422	169	399	3,526	480
Oconee	36,319	22,044	2,244		1,427	1,327	587
SUBURBAN TOTAL	390,363	96,840	21,982	78,710	13,624	96,133	13,037
ATLANTA	**20,794,968**	**3,744,054**	**2,234,563**	**2,657,551**	**1,098,416**	**4,905,149**	**728,904**
Barrow	140,265	32,856	7,639	4,948	1,847	44,364	6,443
Butts	33,696	13,511	1,385	1,416	1,290	2,392	1,414
Cherokee	225,647	75,765	16,625	7,440	6,304	42,100	13,168
Clayton	1,647,405	304,414	114,551	320,274	67,965	438,839	58,772
Cobb	3,261,460	562,475	260,353	559,500	173,258	793,272	96,931
• Marietta	979,235	157,635	98,458	67,580	59,098	317,149	35,344
Coweta	209,634	48,003	10,447	15,606	9,710	67,502	10,014
De Kalb	5,569,616	888,047	506,946	697,377	265,531	1,663,182	156,295
Douglas	359,476	106,409	29,711	17,002	21,153	98,543	16,485
Fayette	154,583	52,786	11,872	324	3,765	17,763	13,206
Forsyth	119,920	28,124	13,326	5,453	8,437	27,877	5,017
Fulton	6,471,659	1,003,625	1,059,119	818,593	351,586	1,109,896	239,873
• Atlanta	4,250,143	598,883	694,797	647,212	203,042	689,947	148,147
Gwinnett	1,455,439	319,228	129,459	128,891	137,461	291,501	58,282
Henry	124,557	27,597	9,552	2,127	1,933	32,031	6,706
Newton	160,703	55,818	10,037	9,487	5,873	31,878	8,971
Paulding	79,632	18,038	3,598	2,302	912	38,808	4,150
Rockdale	305,711	65,641	19,408	25,942	16,557	101,697	12,380
Spalding	361,005	97,985	23,191	35,602	19,741	80,113	12,102
Walton	114,560	43,732	7,344	5,267	5,093	23,371	8,695
SUBURBAN TOTAL	15,565,590	2,987,536	1,441,308	1,942,759	836,276	3,898,053	545,413
AUGUSTA	**2,192,050**	**468,840**	**179,002**	**292,984**	**127,202**	**490,817**	**95,158**
Columbia	140,049	44,426	7,789	21,471	12,190	13,818	6,612
McDuffie	116,339	31,203	8,075	6,834	4,493	20,472	6,119
Richmond	1,355,841	245,429	121,743	195,792	96,032	339,717	48,320
• Augusta	448,161	91,729	39,001	20,347	30,645	128,799	27,444
Aiken, S. C.	*579,821*	*147,782*	*41,395*	*68,887*	*14,487*	*116,810*	*34,107*
SUBURBAN TOTAL	1,743,889	377,111	140,001	272,637	96,557	362,018	67,714

GA. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
COLUMBUS	**254.3**	**.1035**	**29.7**	**14.2**	**18.1**	**18.5**	**21.9**	**88.7**	**1,385,456**	**244,251**	**120,335**	**173,572**	**101,908**	**380,404**	**48,161**
Chattahoochee	21.1	.0085	22.8	34.2	25.1	11.8	2.5	3.6	3,897	1,479	1,699				
Muscogee	183.5	.0747	30.6	12.9	17.8	19.0	23.1	66.8	1,218,573	187,872	105,123	153,620	99,336	356,965	38,477
• Columbus	182.6	.0743	30.5	12.9	17.9	19.0	23.0	66.2	1,218,573	187,872	105,123	153,620	99,336	356,965	38,477
Russell, Ala.	*49.7*	*.0203*	*32.0*	*10.5*	*16.0*	*19.4*	*25.8*	*18.3*	*162,986*	*54,900*	*13,513*	*19,952*	*2,572*	*23,439*	*9,684*
SUBURBAN TOTAL	71.7	.0292	27.6	17.5	18.6	17.1	19.1	22.5	166,883	56,379	15,212	19,952	2,572	23,439	9,684
MACON - WARNER ROBINS	**287.7**	**.1171**	**31.1**	**11.4**	**17.6**	**20.6**	**22.5**	**102.6**	**1,869,594**	**399,640**	**147,841**	**238,985**	**100,093**	**499,226**	**66,339**
Bibb	157.4	.0641	32.0	11.0	17.3	19.0	25.9	57.3	1,217,684	231,868	104,304	181,100	78,780	296,399	43,628
• Macon	120.6	.0491	32.2	11.5	17.1	17.6	27.6	45.9	1,159,282	219,618	97,597	173,795	75,814	286,830	45,753
Houston	88.7	.0361	29.8	11.8	18.0	23.3	17.3	31.0	545,749	135,104	36,716	54,100	19,072	178,415	16,435
• Warner Robins	50.0	.0204	30.0	11.9	17.9	23.4	17.6	18.2	428,132	106,880	26,075	46,913	15,003	147,479	13,201
Jones	20.2	.0082	31.2	9.6	18.2	21.7	21.3	6.8	17,426	8,451	394		1,166	706	2,841
Peach	21.4	.0087	29.3	14.3	16.1	19.6	21.2	7.5	88,735	24,217	6,427	3,785	1,075	23,706	3,435
SUBURBAN TOTAL	117.1	.0476	30.5	11.0	18.1	22.4	19.4	39.3	282,180	73,142	24,169	18,277	9,276	64,917	7,385
SAVANNAH	**241.6**	**.0985**	**31.1**	**11.6**	**17.7**	**18.7**	**24.5**	**88.0**	**1,620,718**	**307,420**	**186,007**	**206,836**	**88,501**	**372,364**	**61,519**
Chatham	218.4	.0890	31.2	11.8	17.9	18.4	24.9	80.0	1,584,570	294,142	185,125	204,170	86,662	363,344	60,629
• Savannah	150.1	.0611	31.3	12.1	17.3	17.4	26.1	56.0	1,308,703	240,865	136,775	193,392	66,221	305,878	50,058
Effingham	23.2	.0095	30.6	9.5	16.9	21.5	21.0	8.0	36,148	13,278	882	2,666	1,839	9,020	890
SUBURBAN TOTAL	91.5	.0374	30.9	10.7	18.7	20.7	21.7	32.0	312,015	66,555	49,232	13,444	22,280	66,486	11,461
OTHER COUNTIES															
Appling	17.1	.0069	30.4	9.8	16.0	19.2	23.4	5.6	72,148	22,104	5,711	3,966	3,094	16,192	2,851
Atkinson	6.6	.0027	31.1	9.5	15.0	19.5	24.7	2.0	13,643	5,425	580	548	367	2,415	443
Bacon	9.8	.0040	31.2	8.9	15.9	18.7	25.3	3.5	36,363	11,318	2,062	1,269	846	9,530	3,636
Baker	3.6	.0015	31.1	10.3	14.5	17.3	27.0	1.2	4,256	2,886					141
Baldwin	38.7	.0157	31.2	14.2	16.9	19.0	24.6	12.0	209,107	50,318	17,111	32,784	8,992	41,875	9,376
Banks	10.6	.0044	32.9	9.7	16.8	20.8	25.6	3.7	16,219	2,637	4,478	358	532	244	
Bartow	49.4	.0201	32.1	9.3	16.7	21.3	23.8	17.3	263,698	66,420	21,642	10,768	14,511	50,959	8,387
Ben Hill	17.7	.0072	32.9	9.0	16.2	17.7	28.9	6.5	79,451	24,178	5,044	5,354	5,620	13,288	3,755
Berrien	14.2	.0058	32.8	9.6	15.7	20.3	26.2	5.1	52,456	11,082	1,888	4,392	2,637	20,074	1,695
Bleckley	10.7	.0044	32.5	13.1	14.3	20.3	26.2	3.7	36,064	13,042	1,764	2,954	2,550	5,376	3,390
Brantley	10.9	.0044	30.2	9.2	17.6	20.6	21.0	3.8	8,702	3,950	835		1,174	622	255
Brooks	15.3	.0062	32.5	9.1	13.5	16.8	29.8	5.2	50,714	15,270	1,110	1,114	2,473	20,608	1,655
Bryan	14.3	.0058	29.4	9.7	18.2	19.9	19.8	4.6	31,145	8,282	3,526	108	387	3,574	852
Bulloch	37.6	.0153	27.8	20.4	15.7	17.2	21.5	12.4	247,046	65,778	18,786	38,822	10,234	55,420	8,123
Burke	21.6	.0088	29.8	10.2	15.4	16.4	25.5	7.0	77,433	33,178	5,304	2,820	8,332	10,464	4,390
Calhoun	5.5	.0022	32.4	10.1	13.3	16.2	30.3	1.5	11,203	4,100	78	303	498	3,450	542
Camden	19.4	.0079	28.3	15.8	16.5	19.5	19.5	6.1	105,007	34,219	7,211	5,014	3,766	25,144	3,017
Candler	7.6	.0031	34.8	8.3	15.1	17.3	32.3	2.7	42,342	12,934	721	926	796	13,400	782
Carroll	66.4	.0270	30.7	13.5	16.5	19.9	23.0	23.1	327,869	81,303	25,809	44,659	9,551	66,938	16,141
☐ Catoosa	40.9	.0167	32.0	9.4	18.1	23.2	21.4	14.5	263,783	99,169	21,575	36,089	16,174	40,028	7,149
Charlton	8.2	.0033	29.8	10.0	14.3	20.1	22.5	2.7	24,259	5,656	1,857	1,008	904	10,985	865
Chattooga	21.8	.0089	34.4	8.8	15.5	20.0	29.1	7.9	111,478	34,134	6,665	7,018	2,069	21,477	4,960
Clay	3.4	.0013	34.3	8.7	14.0	15.1	33.9	1.2	6,838	4,388	619	106			547
Clinch	7.0	.0029	30.1	9.9	16.0	18.9	23.2	2.3	13,654	5,870	773	407	504	2,709	1,515
Coffee	30.8	.0126	30.4	11.0	16.5	18.4	23.9	10.5	156,835	34,788	12,227	15,823	6,610	31,335	6,058
Colquitt	36.9	.0150	32.6	9.0	15.5	18.8	27.5	13.3	172,973	43,889	12,660	20,526	5,407	34,465	8,238
Cook	14.1	.0057	32.0	8.8	15.2	18.8	26.6	4.9	46,253	13,393	4,454	1,241	2,534	7,517	2,037
Crawford	8.6	.0035	30.8	10.0	16.4	21.3	21.9	2.5	5,398	2,376	207		107	1,058	
Crisp	20.3	.0082	31.4	9.8	15.8	16.9	27.4	7.2	174,249	45,140	13,608	21,453	5,323	24,472	5,566
☐ Dade	13.0	.0053	30.8	11.8	17.3	21.2	21.5	4.3	41,583	18,402	2,370	904	1,208	3,298	393
Dawson	7.0	.0029	32.6	8.9	18.1	20.5	25.2	2.5	10,906	1,969	372	154	477	923	131
Decatur	26.8	.0109	31.0	10.1	15.2	17.3	26.5	9.1	117,189	30,537	6,360	10,721	2,780	26,287	8,863
Dodge	16.9	.0068	33.6	8.4	15.3	18.6	29.3	6.0	93,972	28,371	10,133	10,959	1,803	17,085	4,809
Dooly	10.5	.0043	31.6	9.1	14.4	16.8	28.3	3.7	57,590	7,446	1,706	1,119	3,975	20,231	1,903
Early	13.1	.0054	31.7	8.9	13.7	17.9	27.6	4.7	44,265	14,025	1,390	2,927	820	10,078	3,179
Echols	2.4	.0009	30.4	10.1	16.0	20.5	22.2	.8	517	268	249				
Elbert	19.1	.0078	33.8	9.5	15.5	19.4	28.8	7.1	114,776	27,346	5,432	4,188	2,920	50,074	4,948
Emanuel	22.4	.0091	32.2	9.2	15.1	18.3	27.5	7.6	106,651	28,403	7,556	6,176	5,421	27,069	4,854
Evans	8.2	.0033	31.8	10.1	14.7	18.3	27.0	3.0	49,761	14,783	1,328	4,065	1,573	9,563	2,155
Fannin	16.2	.0066	37.3	7.4	15.3	20.2	33.1	6.2	57,658	23,758	4,416	6,401	1,212	5,305	1,919
Floyd	81.2	.0331	33.8	10.5	16.1	20.8	27.3	30.1	438,278	108,328	38,552	60,378	24,114	87,114	22,149
Franklin	16.9	.0069	34.8	10.1	14.9	20.5	29.3	6.2	105,436	25,094	2,457	3,557	3,038	40,740	4,107
Gilmer	12.9	.0053	34.8	9.0	15.8	21.5	28.1	4.6	44,922	8,082	3,073	3,319	2,333	13,456	4,060
Glascock	2.4	.0009	37.3	9.2	13.4	18.8	34.4	.8	2,811	1,040	398	179	84	138	
Glynn	60.8	.0248	32.8	10.0	17.0	20.3	25.9	23.1	390,203	71,938	43,225	43,442	20,102	65,212	15,522
Gordon	34.0	.0138	32.3	9.2	16.8	21.7	23.8	11.9	183,108	41,721	19,078	15,596	21,626	17,722	7,547
Grady	23.0	.0094	32.3	9.2	15.0	18.3	27.6	7.7	95,686	36,068	2,975	3,581	2,315	20,717	2,389
Greene	12.1	.0049	32.6	9.5	14.4	17.2	29.3	4.0	37,141	16,781	1,633	1,597	1,634	8,230	1,012
Habersham	27.6	.0112	31.9	14.9	15.6	19.7	25.4	9.8	146,645	35,494	8,361	5,132	9,000	38,112	8,473
Hall	90.0	.0366	32.6	10.0	17.4	21.9	23.9	32.4	543,368	112,879	52,505	83,191	25,299	131,069	27,244
Hancock	9.7	.0040	30.1	9.7	15.1	16.4	26.3	3.0	16,461	8,057	1,048	408	226	2,028	939
Haralson	20.7	.0084	34.3	8.6	15.5	21.4	27.5	7.6	62,919	22,297	2,380	2,916	1,874	11,948	5,733
Harris	18.3	.0075	34.6	8.7	15.7	20.0	29.3	6.6	18,326	8,999	1,234	493	1,362	2,104	212
Hart	19.9	.0081	33.6	8.9	15.6	19.3	28.5	6.9	61,450	16,223	6,570	5,287	3,577	13,181	3,634
Heard	7.6	.0031	33.5	9.3	14.7	19.7	28.0	2.5	10,808	4,075	279		1,835	1,189	668
Irwin	9.4	.0038	33.9	8.2	14.0	18.8	29.7	3.3	13,854	4,282	796	387	239	2,654	1,033

GA. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Jasper	8.3	.0034	32.7	9.1	16.6	18.9	27.3	3.0	12,665	5,956	798	475	174	1,187	514
Jeff Davis	12.4	.0050	30.8	9.8	16.9	19.5	23.5	4.4	57,331	22,620	3,544	3,161	3,080	10,427	3,606
Jefferson	19.1	.0078	31.3	9.4	15.5	16.2	28.1	6.6	68,378	16,018	3,918	3,172	2,705	20,963	4,605
Jenkins	8.9	.0036	31.6	10.5	15.2	17.5	27.3	2.9	32,682	15,984	1,026	208	702	5,579	1,419
Johnson	8.9	.0037	33.2	9.4	14.4	17.8	29.6	3.2	13,413	6,950	817	153	710	1,967	609
Lamar	13.1	.0053	32.9	9.7	15.9	19.1	27.7	4.6	35,600	13,743	3,177	3,621	545	7,995	2,098
Lanier	5.8	.0024	30.8	10.1	14.5	19.0	24.9	2.0	11,934	3,604	293	145	491	4,624	631
Laurens	39.5	.0161	33.0	9.2	15.7	19.3	27.6	13.8	273,228	60,228	17,504	34,718	15,659	71,484	11,218
Liberty	45.1	.0183	23.5	25.7	20.3	14.4	9.9	12.5	121,135	28,552	11,519	11,543	13,347	17,599	2,750
Lincoln	7.4	.0031	33.0	9.5	15.1	19.0	28.1	2.2	12,315	4,698	784	286	222	2,770	887
Long	5.3	.0021	27.9	13.8	17.1	17.0	20.9	1.8	2,848	1,539	81		76	372	116
Lowndes	75.0	.0306	28.9	14.4	17.7	18.8	20.5	25.9	476,038	88,430	45,218	48,333	26,722	111,043	23,372
Lumpkin	12.4	.0050	30.3	16.7	15.7	20.1	22.6	4.1	40,529	9,156	3,847	1,776	804	17,152	3,291
McIntosh	9.2	.0038	32.3	10.7	15.1	17.9	28.0	3.0	28,814	8,765	1,329	1,128	122	7,286	818
Macon	14.5	.0059	30.6	10.4	15.4	16.8	26.5	5.0	30,520	8,323	730	2,486	879	5,554	3,235
Marion	5.6	.0022	31.8	9.4	14.7	19.3	26.0	1.8	16,923	5,467	185	599		2,611	1,674
Meriwether	21.8	.0089	31.8	9.7	15.6	18.2	26.9	7.1	74,359	18,142	3,350	5,051	2,556	25,958	2,562
Miller	7.0	.0029	33.2	9.1	14.3	18.4	29.0	2.6	17,786	7,371	150	189	931	4,750	618
Mitchell	22.0	.0089	30.0	9.8	15.1	17.6	24.8	7.0	80,511	28,842	2,745	3,857	5,247	17,458	2,377
Monroe	17.2	.0070	32.8	10.6	16.5	20.2	26.1	5.6	48,468	16,664	7,268	1,509	500	1,018	4,075
Montgomery	7.3	.0030	30.0	15.7	15.4	17.6	24.7	2.3	51,665	7,787	3,748	6,701	2,111	25,889	1,045
Morgan	12.7	.0052	31.6	9.6	15.7	19.0	25.6	4.2	70,974	19,267	5,465	2,272	1,046	14,839	2,920
Murray	24.2	.0098	30.2	10.2	18.2	22.4	18.9	8.4	85,390	45,172	3,420	1,974	2,034	8,958	5,571
Oglethorpe	9.8	.0040	32.8	9.1	15.8	21.0	25.4	3.6	25,314	6,155	314	1,123	92	13,615	698
Pickens	13.6	.0055	34.5	9.2	16.0	21.3	27.9	5.0	61,155	13,756	1,825	3,069	945	22,824	5,764
Pierce	13.3	.0054	31.5	9.0	16.6	19.8	24.5	4.5	37,784	10,334	1,976	341	767	9,660	1,271
Pike	10.1	.0042	33.5	8.5	15.4	21.5	26.2	3.3	6,405	1,974	117	141	78	128	690
Polk	34.1	.0138	34.4	9.5	14.6	20.2	29.0	12.3	128,191	43,472	5,821	12,524	4,891	26,272	10,614
Pulaski	8.9	.0037	33.9	9.2	14.1	19.7	28.7	3.2	38,648	15,128	1,985	1,207	1,511	8,451	1,838
Putnam	12.7	.0051	32.8	9.7	16.3	19.1	27.2	4.5	38,037	18,523	1,522	1,086	418	6,499	1,207
Quitman	2.2	.0009	33.5	9.1	13.6	15.3	32.7	.8	3,884	2,527		188		562	
Rabun	11.2	.0046	36.5	8.5	15.6	20.3	31.9	4.3	59,650	15,115	5,090	1,250	2,029	8,218	1,594
Randolph	9.4	.0038	32.9	10.8	13.6	15.5	31.7	3.3	22,231	8,338	835	959	1,724	3,196	1,595
Schley	3.6	.0015	31.4	8.5	15.4	19.2	25.2	1.1	13,539	4,827	263	357	319	4,162	
Screven	16.0	.0065	32.2	10.0	16.0	17.1	28.3	5.7	48,668	16,404	1,657	2,291	1,699	10,566	3,750

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,422,000 Population
- 501,700 Households
- $14,993,703,000 Effective Buying Income
- $8,198,971,000 Retail Sales
- $1,578,912,000 Food Sales

Represented Nationally By
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1987

Athens
Augusta
Macon
Columbus
Savannah
Albany

GA. (cont.) POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Seminole	9.6	.0039	33.0	[illegible]	14.1	17.9	29.2	3.3
Stephens	22.6	.0092	33.8	10.0	16.1	19.3	28.9	8.3
Stewart	5.9	.0024	32.7	9.5	13.4	16.6	30.3	1.9
Sumter	30.5	.0124	30.2	12.5	16.3	16.9	25.3	10.3
Talbot	6.4	.0026	32.1	9.9	15.9	18.2	27.2	2.1
Taliaferro	2.1	.0009	38.7	7.3	13.5	15.1	38.6	.8
Tattnall	18.3	.0074	32.4	9.8	17.2	19.2	26.4	6.1
Taylor	8.0	.0033	33.3	9.9	14.2	19.5	28.0	2.8
Telfair	11.0	.0045	33.8	9.1	14.6	17.3	30.9	4.0
Terrell	11.9	.0048	31.1	9.9	15.0	16.7	27.4	4.0
Thomas	38.3	.0156	32.3	9.8	15.4	19.0	26.9	13.4
Tift	35.1	.0143	30.1	12.5	16.5	18.7	23.2	12.1
Toombs	25.0	.0102	31.8	9.6	15.3	20.0	25.2	9.0
Towns	6.5	.0026	38.6	12.3	12.8	18.2	36.4	2.7
Treutlen	6.0	.0025	32.4	9.0	15.0	17.4	28.6	2.1
Troup	55.0	.0224	32.7	10.3	16.6	17.7	28.5	19.9
Turner	9.8	.0039	31.1	9.3	15.0	18.0	26.1	3.2
Twiggs	10.5	.0043	30.1	11.3	14.4	18.5	24.4	3.5
Union	11.3	.0046	35.7	8.8	15.1	19.6	31.2	4.2
Upson	27.1	.0111	35.3	9.0	14.9	19.5	31.0	9.9
☐ Walker	56.8	.0231	33.4	9.3	16.2	21.3	26.2	20.5
Ware	37.7	.0153	32.4	9.5	16.2	18.7	27.0	13.3
Warren	6.3	.0026	32.9	8.8	15.0	16.7	30.1	2.0
Washington	19.5	.0079	31.5	10.1	15.7	17.5	27.0	6.5
Wayne	21.9	.0089	31.8	9.7	16.6	19.7	24.9	7.3
Webster	2.2	.0009	32.0	9.7	15.2	17.3	28.2	.8
Wheeler	5.6	.0023	33.0	7.8	15.1	17.0	30.0	1.9
White	12.2	.0050	34.6	10.1	15.7	21.5	27.9	4.5
Whitfield	72.1	.0293	31.4	10.3	17.8	22.3	21.2	25.6
Wilcox	7.8	.0032	34.5	8.7	14.4	17.4	31.9	2.6
Wilkes	11.2	.0046	34.7	9.1	15.1	19.0	30.6	4.0
Wilkinson	11.2	.0045	30.7	10.9	15.3	19.1	24.4	3.7
Worth	19.7	.0080	31.2	9.8	16.2	19.2	24.6	6.5
TOTAL METRO COUNTIES	**4,052.1**	**1.6499**	**30.8**	**11.4**	**19.8**	**21.4**	**20.3**	**1,480.1**
TOTAL STATE	**6,295.2**	**2.5629**	**31.1**	**11.2**	**18.5**	**20.6**	**22.2**	**2,258.7**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Seminole	32,470	12,691	769	1,935	1,767	7,766	2,196
Stephens	133,049	34,701	9,782	16,996	3,915	29,736	9,090
Stewart	12,401	4,749	792	341	139	1,967	1,076
Sumter	195,242	37,678	13,951	10,769	6,041	23,107	9,884
Talbot	7,343	2,294	323	598	69	1,219	280
Taliaferro	943	148	307	76	138		
Tattnall	58,924	16,176	2,369	1,842	4,133	17,889	2,979
Taylor	20,000	5,975	502	894	430	5,165	1,343
Telfair	49,704	18,778	2,016	4,610	3,576	8,074	2,172
Terrell	39,961	14,261	2,387	1,096	1,140	7,101	1,342
Thomas	204,397	42,915	17,299	16,989	10,788	53,258	6,975
Tift	284,700	46,272	29,636	25,455	11,215	56,988	11,503
Toombs	95,751	31,373	6,786	5,199	4,283	15,680	3,938
Towns	21,512	4,938	2,772	1,516	740	4,300	514
Treutlen	9,487	4,670	910	141	580	672	533
Troup	346,403	71,117	24,223	34,164	23,955	79,736	15,729
Turner	52,103	15,919	2,319	2,979	2,860	11,813	752
Twiggs	8,635	3,333	141	742	343	509	146
Union	25,892	5,301	3,206	710	387	5,398	2,906
Upson	124,019	32,950	10,152	11,909	7,218	19,707	5,942
☐ Walker	247,490	101,030	6,690	11,779	8,790	29,735	6,994
Ware	275,574	52,821	17,253	61,189	16,711	53,711	10,953
Warren	13,908	4,299	493	282	580	4,913	553
Washington	89,925	25,968	4,636	8,642	2,375	22,776	5,935
Wayne	134,388	22,497	5,797	6,765	13,615	44,366	8,906
Webster	3,809	634		1,789		886	
Wheeler	3,385	728	180		268	784	
White	28,947	5,563	3,737	807	661	8,378	1,546
Whitfield	516,836	98,853	39,518	71,494	68,622	98,819	16,177
Wilcox	6,687	2,402	118	946	270	889	513
Wilkes	61,145	18,491	1,649	3,496	1,031	13,841	3,994
Wilkinson	26,814	12,012	2,366	1,027	1,546	4,133	
Worth	53,886	15,495	2,261	3,523	909	18,113	3,788
TOTAL METRO COUNTIES	**29,349,390**	**5,528,411**	**3,003,650**	**3,789,224**	**1,609,374**	**6,936,614**	**1,030,488**
TOTAL STATE	**39,656,346**	**8,150,566**	**3,754,827**	**4,745,952**	**2,134,272**	**9,175,764**	**1,507,885**

GA. EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
ALBANY	**1,156,059**	**22,683**	**22.2**	**27.0**	**17.2**	**11.2**	**.0427**
Dougherty	973,038	21,809	22.9	27.4	16.3	10.1	.0383
• Albany	765,536	20,299	23.4	25.7	14.9	10.0	.0333
Lee	183,021	30,793	17.7	23.4	23.4	19.2	.0044
SUBURBAN TOTAL	390,523	29,450	19.0	30.2	23.6	14.6	.0094
ATHENS	**1,518,942**	**20,233**	**26.2**	**25.4**	**13.7**	**11.5**	**.0535**
Clarke	894,798	19,391	25.9	22.8	12.5	13.4	.0350
• Athens	447,187	15,936	29.1	19.8	9.5	10.6	.0207
Jackson	273,830	21,419	26.0	29.8	14.8	8.6	.0089
Madison	172,992	18,631	31.6	28.5	12.4	5.0	.0049
Oconee	177,322	26,419	21.8	26.9	19.7	14.9	.0047
SUBURBAN TOTAL	1,071,755	22,274	25.0	27.9	15.5	11.9	.0328
ATLANTA	**37,222,900**	**29,830**	**18.3**	**25.7**	**19.4**	**22.3**	**1.2013**
Barrow	243,147	20,466	24.5	29.2	13.8	8.1	.0086
Butts	160,428	23,154	24.7	25.9	16.1	14.2	.0044
Cherokee	803,622	26,286	20.5	31.1	20.7	12.1	.0232
Clayton	2,212,849	30,407	18.0	31.1	23.6	17.0	.0811
Cobb	7,115,144	38,392	13.8	23.1	22.3	33.1	.2075
• Marietta	756,500	27,054	20.7	27.3	17.0	20.5	.0345
Coweta	519,973	23,737	21.4	25.7	17.4	13.8	.0161
De Kalb	7,971,812	30,921	18.5	26.3	19.2	24.1	.2765
Douglas	840,304	31,481	16.6	29.6	25.0	17.6	.0259
Fayette	747,689	38,003	12.7	21.7	28.1	28.1	.0189
Forsyth	450,844	25,217	21.9	29.5	17.0	15.1	.0125
Fulton	9,095,272	23,602	21.5	22.4	13.6	20.4	.3196
• Atlanta	5,566,259	19,365	24.2	22.1	11.7	14.9	.2062
Gwinnett	4,231,837	33,041	14.1	27.4	25.7	24.4	.1189
Henry	558,780	27,551	19.4	30.2	20.7	14.1	.0152
Newton	413,885	23,937	22.5	29.2	18.5	12.0	.0129
Paulding	322,826	23,000	22.0	31.3	16.2	8.9	.0094
Rockdale	650,573	33,538	15.8	26.1	24.3	22.9	.0202
Spalding	542,738	22,162	24.8	27.2	15.3	12.3	.0199
Walton	341,177	21,989	24.7	27.5	16.3	10.5	.0105
SUBURBAN TOTAL	30,900,141	32,231	17.0	26.3	21.2	24.1	.9606
AUGUSTA	**4,364,190**	**23,064**	**23.2**	**27.5**	**16.1**	**13.0**	**.1432**
Columbia	695,862	27,766	20.0	28.9	20.5	16.1	.0187
McDuffie	168,035	17,163	28.0	28.6	8.1	6.2	.0065
Richmond	2,141,966	22,170	24.2	26.1	14.8	13.5	.0758
• Augusta	454,318	14,287	27.0	19.3	8.5	8.2	.0197
Aiken, S. C.	*1,358,327*	*23,612*	*22.4*	*28.5*	*17.5*	*12.1*	*.0422*
SUBURBAN TOTAL	3,909,872	24,607	22.6	28.8	17.4	13.8	.1235
COLUMBUS	**2,587,997**	**20,234**	**25.7**	**27.1**	**13.2**	**10.2**	**.0881**
Chattahoochee	241,879	23,462	30.2	39.3	13.3	9.2	.0055
Muscogee	1,938,642	21,088	25.2	27.1	13.9	11.4	.0690
• Columbus	1,922,713	21,108	25.2	27.0	13.9	11.5	.0686
Russell, Ala.	*407,476*	*16,480*	*26.1*	*25.0*	*10.8*	*5.9*	*.0136*
SUBURBAN TOTAL	665,284	18,060	26.8	27.2	11.3	6.6	.0195
MACON - WARNER ROBINS	**3,338,190**	**25,573**	**21.1**	**25.1**	**18.2**	**16.9**	**.1117**
Bibb	1,780,872	23,700	21.8	24.5	16.3	15.8	.0642
• Macon	1,319,716	21,593	23.0	24.4	14.7	13.8	.0529
Houston	1,103,252	30,213	19.8	26.0	22.1	19.8	.0350
• Warner Robins	637,983	30,548	19.4	26.9	23.1	18.8	.0223
Jones	233,395	27,031	20.5	28.3	18.9	16.5	.0055
Peach	220,671	21,150	22.7	22.5	16.0	13.7	.0070
SUBURBAN TOTAL	1,380,491	28,337	19.8	25.1	20.0	19.5	.0365
SAVANNAH	**2,775,601**	**23,469**	**22.3**	**24.2**	**16.7**	**15.8**	**.0945**
Chatham	2,507,598	23,031	22.7	24.1	16.2	15.6	.0877
• Savannah	1,612,632	20,559	24.0	23.5	14.2	13.3	.0628
Effingham	268,003	28,362	18.9	25.0	22.0	17.0	.0068
SUBURBAN TOTAL	1,162,969	29,638	19.4	25.2	21.2	20.1	.0317

GA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Appling	127,074	16,598	28.3	26.4	8.8	6.6	.0048
Atkinson	38,307	14,074	30.6	21.0	6.1	5.3	.0013
Bacon	89,874	18,902	24.4	26.4	10.0	11.2	.0029
Baker	24,057	14,930	28.3	22.0	9.3	4.0	.0007
Baldwin	426,537	24,983	24.1	26.0	16.7	17.5	.0140
Banks	84,261	17,955	31.6	30.0	9.3	5.1	.0025
Bartow	447,961	21,038	26.2	31.7	13.8	7.2	.0162
Ben Hill	143,933	15,643	27.5	23.4	10.7	5.7	.0053
Berrien	125,371	19,106	26.4	28.0	11.2	8.3	.0041
Bleckley	97,161	19,459	25.9	26.0	14.5	8.5	.0031
Brantley	104,263	22,537	23.3	29.8	15.9	10.6	.0027
Brooks	114,817	15,434	27.1	20.9	11.5	6.6	.0041
Bryan	97,854	17,770	28.6	32.3	8.2	3.9	.0032
Bulloch	332,727	19,086	27.0	26.7	11.6	9.5	.0131
Burke	188,563	19,174	25.1	23.0	14.0	11.1	.0062
Calhoun	34,564	17,135	24.2	25.9	8.3	8.9	.0013
Camden	166,237	20,871	23.6	24.1	16.0	11.5	.0062
Candler	60,118	15,120	30.7	22.2	8.1	6.9	.0023
Carroll	661,900	22,744	23.1	29.1	15.2	11.8	.0221
☐ Catoosa	408,736	24,169	22.3	30.3	18.4	10.4	.0149
Charlton	68,547	19,969	26.8	28.2	13.5	8.1	.0022
Chattooga	182,428	18,838	28.4	30.5	11.3	5.4	.0069
Clay	24,061	12,317	26.5	16.8	8.3	6.8	.0006
Clinch	56,381	17,714	29.2	23.3	15.1	6.4	.0017
Coffee	241,536	16,798	28.2	26.2	9.1	6.8	.0094
Colquitt	333,942	18,305	28.5	24.8	13.0	8.3	.0115
Cook	118,668	18,275	30.7	28.2	8.8	8.1	.0038
Crawford	71,661	22,286	21.8	29.9	16.4	8.3	.0019
Crisp	155,203	15,527	26.6	24.7	9.1	5.1	.0074
☐ Dade	99,921	18,789	25.6	31.1	10.9	5.2	.0035
Dawson	59,474	19,070	26.1	29.5	12.2	6.2	.0017
Decatur	230,570	18,830	26.6	27.2	11.7	8.4	.0081
Dodge	142,988	17,526	23.6	23.2	11.7	8.9	.0054
Dooly	67,151	13,659	30.3	19.8	7.5	3.6	.0030
Early	103,117	14,439	25.7	21.9	9.2	7.6	.0036
Echols	21,347	21,526	21.3	28.6	14.0	11.3	.0006
Elbert	159,860	17,660	28.3	27.7	11.4	4.9	.0062
Emanuel	164,032	15,125	29.8	24.0	7.5	5.9	.0065
Evans	69,098	17,154	29.5	24.8	10.3	7.0	.0027
Fannin	123,569	14,967	31.2	23.6	8.6	4.0	.0044
Floyd	875,760	22,716	24.0	27.8	16.6	11.8	.0288
Franklin	153,274	19,310	24.8	27.1	13.9	7.3	.0059
Gilmer	92,451	15,179	30.7	27.0	6.8	3.3	.0033
Glascock	18,833	16,409	26.6	23.0	9.0	9.0	.0006
Glynn	681,813	22,148	23.6	27.5	15.2	12.2	.0232
Gordon	310,676	21,044	26.6	30.7	14.0	8.2	.0111
Grady	159,183	15,498	29.7	23.7	10.1	4.4	.0063
Greene	83,937	16,312	29.2	26.2	8.8	4.7	.0030
Habersham	273,028	21,140	26.7	29.8	13.8	8.9	.0092
Hall	1,082,131	26,150	21.5	28.2	17.9	16.5	.0349
Hancock	56,646	13,745	31.4	21.2	6.4	4.0	.0020
Haralson	174,249	18,127	28.7	29.0	10.7	5.5	.0055
Harris	185,931	21,858	21.4	28.0	14.1	11.6	.0048
Hart	171,620	19,561	28.1	30.0	11.1	7.9	.0055
Heard	68,252	21,127	26.6	27.6	15.0	10.0	.0020
Irwin	69,478	14,618	33.7	18.4	10.2	5.5	.0020
Jasper	90,323	22,176	22.3	24.8	17.8	13.0	.0024
Jeff Davis	93,839	17,008	29.8	27.6	8.7	5.3	.0036
Jefferson	143,106	15,106	25.9	22.6	9.8	6.7	.0050
Jenkins	55,294	13,108	28.1	20.7	6.5	5.1	.0023
Johnson	70,430	15,837	26.0	25.4	10.0	5.7	.0021
Lamar	116,646	19,981	26.1	28.4	12.2	9.4	.0036
Lanier	49,559	18,540	27.8	24.8	11.5	10.2	.0016
Laurens	367,650	19,255	26.4	24.0	14.6	9.8	.0142
Liberty	386,983	17,569	35.3	27.7	9.7	5.7	.0119
Lincoln	48,511	17,175	28.1	30.1	8.8	4.0	.0018
Long	43,165	18,022	28.6	22.3	16.8	6.5	.0011
Lowndes	678,323	18,846	27.7	26.5	12.1	8.6	.0260
Lumpkin	130,165	22,042	24.6	27.1	17.2	10.4	.0038
McIntosh	64,294	15,988	26.7	23.4	11.1	5.3	.0024
Macon	129,477	18,008	25.3	22.2	12.2	10.6	.0037
Marion	40,890	17,857	22.5	25.8	8.8	9.0	.0014
Meriwether	195,422	20,880	23.0	25.4	14.2	12.1	.0062
Miller	47,344	13,611	30.6	21.3	7.3	4.0	.0018
Mitchell	166,857	16,994	24.9	23.1	12.1	8.1	.0058
Monroe	141,526	19,686	26.9	28.9	12.1	8.3	.0046
Montgomery	55,887	16,671	31.4	23.5	8.7	8.7	.0024
Morgan	99,704	17,906	29.4	27.0	11.2	6.7	.0041
Murray	210,448	20,578	26.5	33.8	11.3	6.4	.0068
Oglethorpe	92,854	20,092	26.0	26.2	15.6	8.4	.0027
Pickens	125,833	18,707	28.2	25.0	12.7	8.0	.0043
Pierce	111,811	19,284	24.8	27.6	12.4	8.4	.0034
Pike	97,608	23,641	23.1	25.2	20.5	11.5	.0026
Polk	315,553	20,466	23.5	28.0	15.2	7.8	.0101
Pulaski	79,763	18,297	23.5	23.4	14.6	8.8	.0028
Putnam	115,057	20,218	22.8	28.2	12.1	10.1	.0035
Quitman	16,484	14,435	30.1	19.3	10.0	5.5	.0006
Rabun	109,868	[illegible]	27.9	25.3	12.1	9.4	.0037
Randolph	71,537	13,488	25.1	22.7	7.0	5.3	.0024
Schley	24,840	18,000	21.8	27.1	9.1	8.3	.0010
Screven	127,552	15,088	27.1	22.0	9.5	6.7	.0042
Seminole	79,322	17,383	24.7	23.5	10.2	10.3	.0027
Stephens	206,734	19,178	29.0	29.0	13.8	5.2	.0077
Stewart	36,439	13,577	26.8	21.0	8.7	4.2	.0012
Sumter	282,301	19,915	24.7	25.7	12.9	11.2	.0107

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Source: *Market Economics Institute of New York; **Survey of Buying Power, 1987; ***Belden Associates, 1987

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GA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Talbot	50,559	18,167	27.5	27.9	9.4	8.5	.0014
Taliaferro	11,592	11,000	32.0	16.7	3.3	1.4	.0005
Tattnall	138,840	15,363	30.6	22.0	9.2	6.4	.0047
Taylor	81,775	19,526	23.3	22.6	12.5	13.9	.0024
Telfair	88,464	15,587	28.4	22.7	9.6	6.7	.0032
Terrell	98,330	17,330	23.7	21.7	11.1	11.1	.0032
Thomas	360,457	19,891	26.3	26.7	13.3	9.7	.0128
Tift	337,382	19,575	26.2	24.8	13.9	10.4	.0136
Toombs	212,560	17,205	25.5	24.7	11.0	7.4	.0072
Towns	6[illegible],781	14,825	28.9	24.1	7.2	5.6	.0020
Treutlen	35,414	14,873	26.2	22.3	8.2	7.0	.0014
Troup	573,819	21,834	22.6	26.6	14.4	12.5	.0201
Turner	55,645	12,248	30.6	18.4	5.0	4.2	.0026
Twiggs	101,062	23,462	22.2	26.7	17.7	12.2	.0027
Union	90,570	15,297	32.6	21.5	7.8	6.1	.0028
Upson	278,187	21,681	26.0	28.7	14.8	10.1	.0090

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
☐ Walker	569,388	22,294	25.2	29.7	16.0	9.3	.0183
Ware	344,545	18,755	26.4	25.2	12.7	9.4	.0139
Warren	44,902	16,833	25.7	27.3	7.6	7.9	.0015
Washington	171,365	18,739	25.2	23.9	13.0	10.2	.0059
Wayne	200,335	19,538	26.8	23.3	14.9	10.9	.0075
Webster	20,480	16,840	27.7	20.3	10.5	11.6	.0006
Wheeler	38,608	14,443	29.1	23.2	7.1	6.1	.0011
White	96,298	15,861	26.9	27.9	7.5	4.2	.0031
Whitfield	759,685	23,456	24.3	30.8	16.8	10.7	.0277
Wilcox	51,903	14,451	27.7	20.9	10.7	4.0	.0017
Wilkes	95,089	17,364	24.1	24.2	13.1	6.8	.0036
Wilkinson	106,947	23,446	22.4	28.4	17.2	11.1	.0030
Worth	162,063	19,257	24.7	27.3	13.2	7.9	.0052
TOTAL METRO COUNTIES	**52,276,121**	**27,340**	**20.0**	**25.8**	**18.3**	**19.4**	**1.7159**
TOTAL STATE	**72,490,751**	**24,088**	**22.2**	**26.0**	**16.4**	**15.8**	**2.4143**

Hawaii

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
HONOLULU	**836.2**	**.3404**	**30.3**	**13.5**	**20.3**	**20.1**	**20.4**	**262.2**
Honolulu	836.2	.3404	30.3	13.5	20.3	20.1	20.4	262.2
• Honolulu	398.5	.1622	33.4	11.7	20.6	19.9	26.8	144.1
SUBURBAN TOTAL	437.7	.1782	27.4	15.0	19.9	20.4	14.6	118.1
OTHER COUNTIES								
Hawaii	113.8	.0464	31.6	9.4	18.8	18.2	24.9	36.8
Kauai	47.0	.0191	32.1	8.8	18.7	18.7	25.9	14.9
Maui	91.8	.0374	31.9	9.4	19.9	19.0	24.8	29.9
TOTAL METRO COUNTIES	**836.2**	**.3404**	**30.3**	**13.5**	**20.3**	**20.1**	**20.4**	**262.2**
TOTAL STATE	**1,088.8**	**.4433**	**30.6**	**12.5**	**20.1**	**19.7**	**21.5**	**343.8**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**5,567,310**	**949,271**	**1,065,577**	**725,326**	**148,764**	**809,325**	**359,131**
Honolulu	5,567,310	949,271	1,065,577	725,326	148,764	809,325	359,131
• Honolulu	4,028,560	613,316	857,644	534,783	120,147	464,860	236,835
SUBURBAN TOTAL	1,538,750	335,955	207,933	190,543	28,617	344,465	122,296
OTHER COUNTIES							
Hawaii	708,421	190,469	84,918	48,220	34,200	116,198	41,301
Kauai	357,880	95,321	57,160	19,323	13,354	42,719	17,752
Maui	759,254	162,475	143,885	64,198	35,631	78,662	35,946
TOTAL METRO COUNTIES	**5,567,310**	**949,271**	**1,065,577**	**725,326**	**148,764**	**809,325**	**359,131**
TOTAL STATE	**7,392,865**	**1,397,536**	**1,351,540**	**857,067**	**231,949**	**1,046,904**	**454,130**

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Hawaii Newspaper Agency

Agent for
The Honolulu Advertiser
and Honolulu Star-Bulletin

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HAWAII

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
HONOLULU	**11,745,549**	**32,848**	**19.0**	**23.7**	**18.5**	**28.3**	**.3595**
Honolulu	11,745,549	32,848	19.0	23.7	18.5	28.3	.3595
• Honolulu	6,228,867	30,758	19.7	23.9	16.7	27.1	.2079
SUBURBAN TOTAL	5,516,682	35,278	18.2	23.4	20.6	29.7	.1516
OTHER COUNTIES							

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hawaii	1,283,035	25,605	22.3	26.4	16.7	17.7	.0431
Kauai	567,006	29,175	20.4	28.3	19.9	19.9	.0196
Maui	1,088,401	27,473	20.2	27.4	18.7	18.0	.0393
TOTAL METRO COUNTIES	**11,745,549**	**32,848**	**19.0**	**23.7**	**18.5**	**28.3**	**.3595**
TOTAL STATE	**14,683,991**	**31,272**	**19.6**	**24.4**	**18.4**	**25.9**	**.4615**

Idaho

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BOISE	**204.0**	**.0831**	**30.3**	**11.4**	**20.4**	**20.2**	**20.3**	**76.4**
Ada	204.0	.0831	30.3	11.4	20.4	20.2	20.3	76.4
• Boise	114.0	.0464	31.2	12.9	20.4	19.0	23.2	46.1
SUBURBAN TOTAL	90.0	.0367	29.3	9.6	20.6	21.6	16.6	30.3
OTHER COUNTIES								
Adams	3.6	.0014	33.9	7.9	15.6	21.5	26.8	1.2
Bannock	70.0	.0285	28.1	13.4	19.4	17.7	18.9	24.3
Pocatello	44.4	.0181	28.5	15.3	19.7	16.9	20.2	16.5
Bear Lake	7.0	.0029	29.4	8.6	14.5	16.2	25.7	2.4
Benewah	9.1	.0037	31.9	8.5	17.6	20.5	24.0	3.2
Bingham	38.9	.0158	27.2	9.0	15.9	17.9	19.6	11.7
Blaine	13.0	.0053	30.5	11.3	28.5	21.2	16.0	5.4
Boise	3.5	.0015	31.6	8.7	19.6	20.1	23.2	1.5
Bonner	28.7	.0116	32.8	7.6	19.2	19.9	25.9	10.3
Bonneville	72.0	.0294	28.1	10.5	17.6	19.3	18.6	23.6
Boundary	7.8	.0031	31.6	7.6	17.7	19.3	24.6	2.6
Butte	3.2	.0013	30.7	7.8	15.3	18.9	24.6	1.0
Camas	.8	.0004	32.6	8.8	16.0	21.5	24.6	.3
Canyon	91.2	.0371	31.0	10.4	16.3	18.2	25.3	31.2
Caribou	8.7	.0035	27.0	10.1	17.0	18.0	18.4	3.0
Cassia	20.6	.0084	28.1	9.3	15.4	17.1	22.3	6.4
Clark	.7	.0003	31.4	9.4	14.1	22.2	22.7	.3
Clearwater	9.3	.0038	32.1	9.4	16.7	21.9	23.2	3.3
Custer	4.9	.0020	34.2	6.7	16.7	21.7	27.0	2.0
Elmore	21.6	.0088	26.3	17.1	19.6	18.8	14.0	7.0
Franklin	9.3	.0038	28.2	8.3	13.2	15.6	25.6	2.8
Fremont	11.1	.0045	27.9	8.7	14.7	17.4	22.1	3.6
Gem	12.3	.0050	33.9	8.2	14.6	19.0	29.4	4.3
Gooding	12.4	.0050	34.5	8.2	14.2	18.3	31.0	4.4
Idaho	14.7	.0060	33.1	8.5	16.2	19.6	27.4	5.4
Jefferson	17.2	.0070	26.7	9.5	15.7	17.0	20.0	5.2
Jerome	16.1	.0066	31.2	9.2	16.2	18.2	25.6	5.5
Kootenai	72.7	.0296	32.3	8.9	18.1	20.7	24.4	26.1
Latah	29.2	.0119	28.0	22.3	20.0	16.5	19.6	10.7
Lemhi	7.1	.0029	33.3	7.6	16.5	20.3	26.9	2.7
Lewis	3.9	.0015	34.6	8.3	15.0	19.7	29.7	1.4
Lincoln	3.4	.0014	32.4	7.7	16.8	17.6	28.1	1.2
Madison	22.8	.0093	22.1	31.4	12.5	11.9	12.4	5.7
Minidoka	21.1	.0086	28.8	9.9	15.4	17.3	23.2	6.8
Nez Perce	33.8	.0138	33.4	10.0	16.8	19.5	27.8	12.9
Oneida	3.5	.0014	33.5	6.8	12.6	15.9	32.3	1.1
Owyhee	8.7	.0035	30.3	9.3	14.9	17.3	25.7	2.9
Payette	16.8	.0069	34.1	8.1	14.1	19.3	29.4	6.0
Power	7.6	.0031	29.1	8.4	18.6	18.8	20.3	2.6
Shoshone	17.1	.0069	31.3	9.3	17.5	18.8	24.8	6.1
Teton	3.3	.0014	28.8	9.2	17.5	16.6	22.6	.9
Twin Falls	55.9	.0227	32.4	9.8	16.0	18.6	27.3	19.6
Valley	6.8	.0028	31.7	8.2	22.7	20.9	21.6	2.3
Washington	8.5	.0035	35.8	7.0	13.8	17.5	33.5	3.1
TOTAL METRO COUNTIES	**204.0**	**.0831**	**30.3**	**11.4**	**20.4**	**20.2**	**20.3**	**76.4**
TOTAL STATE	**1,033.9**	**.4210**	**30.1**	**11.0**	**17.9**	**18.8**	**22.4**	**360.4**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**1,121,702**	**268,435**	**139,489**	**103,041**	**60,661**	**222,528**	**60,229**
Ada	1,121,702	268,435	139,489	103,041	60,661	222,528	60,229
• Boise	874,872	185,409	113,627	87,474	50,571	183,573	42,878
SUBURBAN TOTAL	246,830	83,026	25,862	15,567	10,090	38,955	17,351
OTHER COUNTIES							
Adams	9,871	4,953	718			1,933	71
Bannock	341,647	72,879	27,848	53,418	12,560	79,994	17,201
Pocatello	278,274	57,627	22,309	38,133	10,471	70,917	16,100
Bear Lake	25,223	9,532	1,077	911	599	3,730	306
Benewah	26,675	10,299	1,597		109	7,815	1,338
Bingham	118,942	36,622	6,685	5,410	3,714	33,453	4,387
Blaine	121,550	29,994	19,594	301	9,175	12,052	5,802
Boise	2,642	1,104	529	58	79	119	
Bonner	145,321	42,520	12,428	3,591	5,942	34,920	6,518
Bonneville	450,913	93,157	32,520	57,214	27,408	95,067	15,836
Boundary	40,929	15,026	2,010	1,857	740	9,586	598
Butte	9,377	1,505	618		596	2,087	1,099
Camas	1,179	175	570	305			
Canyon	516,892	116,504	31,066	52,584	18,359	151,247	15,302
Caribou	30,318	7,267	1,996	1,492	1,320	8,538	760
Cassia	201,731	44,702	12,836	9,560	8,408	67,019	8,249
Clark	1,364	171	348	77		91	
Clearwater	26,249	10,120	3,999	486	774	5,869	321
Custer	27,042	8,933	2,882		701	1,126	745
Elmore	82,777	23,333	5,765	2,484	958	19,568	1,842
Franklin	33,313	9,403	1,607	1,898	2,322	7,118	1,136
Fremont	27,808	8,704	2,265	814	680	5,787	403
Gem	37,602	13,091	[illegible]	1,628	1,558	8,518	1,199
Gooding	49,144	10,118	4,140	5,402	1,093	7,807	2,457
Idaho	42,714	14,484	3,739	2,473	2,532	5,125	2,737
Jefferson	46,360	25,931	1,179	517	1,238	7,200	1,984
Jerome	73,161	24,784	3,704	4,048	2,211	13,108	957
Kootenai	357,843	93,513	28,890	23,135	10,697	92,140	13,892
Latah	159,576	32,614	12,669	26,149	10,911	30,982	9,090
Lemhi	39,909	6,983	2,591	2,158	631	9,640	994
Lewis	14,753	4,638	1,597	701	89	641	947
Lincoln	16,419	3,447	1,198	794	1,309	375	1,348
Madison	125,081	23,419	7,408	10,685	21,627	21,326	5,775
Minidoka	50,517	14,906	3,024	1,801	1,868	14,035	1,283
Nez Perce	250,307	47,391	21,735	33,105	13,678	66,505	13,543
Oneida	10,033	2,824	693	470	184	3,883	
Owyhee	24,459	12,529	1,206	1,616	437	1,268	296
Payette	48,785	17,956	3,198	1,636	2,484	11,314	826
Power	15,073	5,656	2,745	362	259	1,008	260
Shoshone	71,083	24,741	4,328	212	1,032	9,695	2,997
Teton	12,037	3,611	1,195	987	464	998	76
Twin Falls	388,242	76,188	32,431	47,990	23,613	97,196	16,628
Valley	38,150	10,309	6,135	1,374	838	3,235	243
Washington	18,069	6,223	2,071	2,071	212	3,287	645
TOTAL METRO COUNTIES	**1,121,702**	**268,435**	**139,489**	**103,041**	**60,661**	**222,528**	**60,229**
TOTAL STATE	**5,252,782**	**1,290,694**	**456,269**	**464,815**	**254,070**	**1,178,933**	**220,320**

IDAHO

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
BOISE	**2,490,952**	**24,790**	**24.5**	**29.2**	**17.6**	**13.5**	**.0773**
Ada	2,490,952	24,790	24.5	29.2	17.6	13.5	.0773
• Boise	1,484,651	23,721	25.5	28.1	16.4	13.5	.0495
SUBURBAN TOTAL	1,006,301	26,324	23.0	30.8	19.3	13.6	.0278
OTHER COUNTIES							
Adams	28,849	19,647	27.5	33.7	10.4	4.9	.0009
Bannock	693,440	23,126	24.0	32.3	16.5	8.7	.0231
Pocatello	465,102	22,427	24.4	31.5	16.2	8.4	.0163
Bear Lake	59,211	20,355	26.2	34.0	11.4	5.5	.0020
Benewah	83,683	22,272	20.1	35.1	13.9	6.7	.0026
Bingham	337,628	22,723	24.8	30.6	16.0	10.2	.0106
Blaine	164,330	20,722	30.0	27.8	13.3	10.8	.0061
Boise	36,268	19,700	29.6	33.1	11.5	4.3	.0009
Bonner	208,497	15,185	30.1	24.7	8.7	3.8	.0084
Bonneville	733,577	25,185	23.3	31.8	18.1	12.0	.0261
Boundary	57,855	17,290	28.5	28.7	11.5	3.1	.0023
Butte	32,553	23,444	24.0	25.6	17.5	14.2	.0010
Camas	9,734	24,200	24.3	36.3	14.7	12.0	.0002
Canyon	806,391	19,080	29.9	28.7	12.3	6.7	.0300
Caribou	87,130	25,000	20.5	40.8	13.6	8.3	.0027
Cassia	160,594	18,817	30.1	28.6	12.2	6.3	.0082
Clark	7,484	19,000	32.3	31.7	6.3	8.7	.0001
Clearwater	96,306	24,227	23.0	32.0	17.4	9.7	.0028
Custer	47,196	17,527	31.6	27.3	10.1	6.0	.0017
Elmore	163,686	16,382	40.9	26.3	7.8	3.5	.0058
Franklin	64,547	18,833	34.3	32.5	10.2	3.3	.0025

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Fremont	112,373	24,300	22.1	31.4	17.3	11.7	.0032
Gem	94,597	16,158	26.7	26.2	10.7	4.7	.0032
Gooding	107,425	17,577	32.1	26.5	9.5	6.7	.0036
Idaho	123,811	17,716	31.4	28.0	10.6	4.6	.0040
Jefferson	120,636	18,617	29.1	30.3	11.3	4.5	.0041
Jerome	140,347	19,285	30.8	29.8	10.7	7.4	.0049
Kootenai	743,198	21,764	25.9	28.1	15.9	10.0	.0245
Latah	328,654	21,650	26.6	26.7	14.7	11.9	.0107
Lemhi	54,230	15,404	35.8	23.5	9.3	2.3	.0022
Lewis	39,163	22,300	25.1	30.7	16.9	8.0	.0011
Lincoln	23,998	15,526	34.4	26.4	6.9	2.8	.0011
Madison	160,093	20,734	29.8	29.9	12.7	9.4	.0067
Minidoka	206,564	23,453	25.5	33.8	16.0	9.6	.0060
Nez Perce	391,013	23,521	21.8	27.1	17.0	12.4	.0136
Oneida	27,598	19,933	27.4	30.0	15.1	4.7	.0010
Owyhee	57,735	13,937	33.7	19.7	6.2	4.3	.0021
Payette	145,691	18,086	30.6	27.1	10.5	6.9	.0046
Power	75,849	22,647	23.8	32.9	14.4	9.6	.0020
Shoshone	218,120	29,920	18.5	26.5	22.2	18.0	.0062
Teton	20,638	17,464	32.9	29.0	9.3	4.9	.0010
Twin Falls	573,375	21,499	27.5	29.8	13.7	10.3	.0209
Valley	62,701	21,427	29.6	31.1	15.9	7.4	.0023
Washington	71,477	15,811	30.9	23.5	9.1	6.8	.0022
TOTAL METRO COUNTIES	**2,490,952**	**24,790**	**24.5**	**29.2**	**17.6**	**13.5**	**.0773**
TOTAL STATE	**10,269,197**	**21,506**	**26.7**	**29.2**	**14.7**	**9.7**	**.3465**

Illinois

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
AURORA - ELGIN	**354.4**	**.1443**	**30.7**	**10.4**	**18.8**	**20.5**	**21.3**	**125.1**
Kane	314.3	.1280	30.7	10.5	18.8	20.1	21.8	111.1
• Aurora	88.0	.0358	29.6	11.6	19.4	17.3	22.1	31.4
• Elgin	72.0	.0293	31.4	11.2	20.4	17.5	25.2	27.9
Kendall	40.1	.0163	30.3	9.4	19.3	23.0	17.8	14.0
SUBURBAN TOTAL	194.4	.0792	30.9	9.5	18.1	23.0	19.5	65.8
BLOOMINGTON - NORMAL	**124.8**	**.0508**	**28.9**	**20.5**	**17.7**	**17.1**	**22.1**	**45.6**
McLean	124.8	.0508	28.9	20.5	17.7	17.1	22.1	45.6
• Bloomington	48.3	.0197	31.0	16.2	20.2	15.6	26.1	20.8
• Normal	39.2	.0160	23.7	39.9	14.5	14.7	13.2	11.2
SUBURBAN TOTAL	37.3	.0151	33.6	5.9	17.8	21.4	26.0	15.6
CHAMPAIGN - URBANA - RANTOUL	**172.2**	**.0701**	**26.6**	**25.9**	**19.8**	**16.0**	**17.5**	**62.1**
Champaign	172.2	.0701	26.6	25.9	19.8	16.0	17.5	62.1
• Champaign	69.4	.0286	25.4	32.7	19.1	15.7	17.9	23.1
• Rantoul	20.5	.0083	23.6	29.2	19.5	14.3	10.3	6.0
• Urbana	36.0	.0147	25.3	34.9	21.1	12.2	17.4	12.6
SUBURBAN TOTAL	55.3	.0225	30.6	11.5	19.9	21.5	19.7	20.4
CHICAGO	**6,177.3**	**2.5150**	**32.6**	**10.8**	**18.0**	**20.2**	**25.5**	**2,273.0**
Cook	5,264.0	2.1432	32.8	10.9	17.6	19.7	26.5	1,945.7
Arlington Heights	69.6	.0283	34.6	8.8	15.9	26.1	23.3	24.1
Berwyn	45.1	.0184	43.2	8.9	14.5	17.5	42.7	19.3
• Chicago	3,021.7	1.2302	32.1	11.4	17.9	18.5	26.3	1,135.9
• Chicago Heights	35.4	.0144	30.4	13.6	16.2	17.7	24.8	11.8
Cicero	61.2	.0249	36.9	10.2	16.1	17.8	34.7	24.9
Des Plaines	56.5	.0230	35.7	9.9	16.3	22.6	28.4	20.5
• Evanston	71.4	.0291	33.1	15.5	20.5	18.4	27.8	27.9
Mount Prospect	54.0	.0220	34.0	10.9	16.8	24.3	24.0	19.9
Oak Lawn	57.9	.0236	38.6	10.2	12.6	20.1	34.6	20.6
Oak Park	54.4	.0221	35.3	9.5	22.4	19.2	27.0	23.2
Schaumburg	61.0	.0248	29.9	9.2	26.0	24.6	12.2	22.9
Skokie	59.3	.0241	41.8	8.5	13.4	20.7	38.8	22.7
Du Page	745.1	.3033	31.5	10.0	20.3	23.1	19.8	268.7
Downers Grove	44.0	.0179	33.6	8.7	19.5	23.3	23.9	17.0

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
AURORA - ELGIN	**1,946,976**	**397,847**	**185,695**	**233,419**	**77,473**	**357,717**	**99,183**
Kane	1,847,636	372,530	178,655	228,654	72,555	332,506	97,066
• Aurora	726,653	80,770	58,315	201,857	36,583	110,459	21,219
• Elgin	492,697	91,106	29,619	36,368	22,878	119,053	30,469
Kendall	99,340	25,317	7,040	4,765	4,918	25,211	2,117
SUBURBAN TOTAL	727,626	225,971	97,761	4,806	18,012	128,205	47,495
BLOOMINGTON - NORMAL	**856,893**	**146,762**	**84,095**	**118,940**	**45,457**	**186,618**	**31,937**
McLean	856,893	146,762	84,095	118,940	45,457	186,618	31,937
• Bloomington	609,097	79,661	55,271	92,162	35,860	170,231	21,202
• Normal	173,952	47,661	22,228	24,457	7,570	2,594	10,004
SUBURBAN TOTAL	73,844	19,440	6,596	2,321	2,027	13,793	731
CHAMPAIGN - URBANA - RANTOUL	**1,147,618**	**196,835**	**126,697**	**169,487**	**58,552**	**227,606**	**42,833**
Champaign	1,147,618	196,835	126,697	169,487	58,552	227,606	42,833
• Champaign	595,109	99,290	72,633	105,762	29,602	84,149	28,067
• Rantoul	110,919	8,967	9,891	9,119	4,292	50,084	1,224
• Urbana	189,525	41,298	28,269	25,493	6,576	20,456	10,127
SUBURBAN TOTAL	252,065	47,280	15,904	29,113	18,082	72,917	3,415
CHICAGO	**40,744,473**	**7,120,592**	**4,199,587**	**4,912,243**	**2,493,073**	**7,993,034**	**2,018,455**
Cook	33,252,656	5,997,815	3,644,658	4,024,336	2,151,580	6,251,599	1,724,715
Arlington Heights	616,856	103,026	53,255	30,338	44,138	221,404	26,639
Berwyn	242,132	29,012	31,841	21,488	15,759	55,638	20,919
• Chicago	14,759,998	2,892,340	1,899,538	1,704,425	973,570	1,910,342	894,116
• Chicago Heights	341,504	42,794	26,762	18,177	6,814	170,828	8,427
Cicero	196,020	47,086	35,664	2,919	7,309	40,690	8,996
Des Plaines	457,412	62,569	67,646	18,319	8,847	157,106	21,135
• Evanston	564,442	84,575	47,499	26,694	43,212	204,722	18,823
Mount Prospect	575,349	109,736	34,646	114,853	35,762	59,737	24,223
Oak Lawn	686,009	111,152	45,557	65,199	34,721	262,514	30,728
Oak Park	336,263	71,107	23,736	22,242	22,149	98,381	19,253
Schaumburg	1,400,653	106,363	74,181	291,695	124,934	488,565	22,698
Skokie	764,534	70,520	55,604	133,739	68,851	178,013	27,038
Du Page	6,721,777	953,000	496,632	820,212	307,501	1,523,296	255,213
Downers Grove	479,014	93,049	25,816	186	24,323	166,613	22,879

ILL. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	 25-34 Years	 35-49 Years	 50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Elmhurst	44.5	.0181	35.7	9.6	15.1	21.9	29.2	15.8	398,070	61,301	27,616	93	7,727	184,736	12,843
Naperville	63.4	.0258	31.7	7.7	17.4	27.5	16.8	21.0	422,108	108,063	40,693	1,931	20,723	91,458	33,206
Wheaton	50.3	.0205	31.7	12.0	20.0	22.1	21.3	18.1	256,048	50,848	12,040	77	13,030	95,940	18,604
McHenry	168.2	.0685	31.7	8.9	18.6	22.2	21.5	58.6	770,040	169,777	58,297	67,695	33,992	218,139	38,527
SUBURBAN TOTAL	3,048.8	1.2413	33.1	10.0	18.1	22.0	24.6	1,097.4	25,078,529	4,100,883	2,225,788	3,162,947	1,469,477	5,707,142	1,097,089
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*8,151.1*	*3.3186*	*32.1*	*10.8*	*18.1*	*20.3*	*24.5*	*2,947.2*	*52,375,022*	*9,290,473*	*5,271,358*	*6,135,909*	*3,001,212*	*10,903,256*	*2,563,349*
DAVENPORT - ROCK ISLAND - MOLINE	**374.0**	**.1522**	**31.8**	**11.0**	**17.7**	**19.4**	**24.9**	**142.4**	**2,303,299**	**433,746**	**245,722**	**342,320**	**97,358**	**541,205**	**91,308**
Henry	55.3	.0225	33.6	9.1	15.7	20.0	27.8	20.4	219,510	44,792	21,215	10,166	11,807	60,078	9,894
Rock Island	159.7	.0650	32.7	11.3	16.9	19.1	27.1	61.5	1,088,604	201,299	112,000	158,507	30,820	280,549	51,690
• Moline	44.6	.0182	34.0	11.2	17.2	18.6	29.6	18.5	482,796	65,033	55,316	115,451	20,843	96,520	18,423
• Rock Island	43.8	.0178	32.9	13.2	15.8	16.2	30.4	17.1	200,022	32,642	23,404	13,097	3,814	51,215	11,844
Scott, Iowa	*159.0*	*.0647*	*30.4*	*11.3*	*19.4*	*19.5*	*21.6*	*60.5*	*995,185*	*187,655*	*112,507*	*173,647*	*54,731*	*200,578*	*29,724*
• Davenport	*98.7*	*.0402*	*30.5*	*12.4*	*19.7*	*17.5*	*23.7*	*39.1*	*713,954*	*123,374*	*79,474*	*128,949*	*44,234*	*163,111*	*22,126*
SUBURBAN TOTAL	186.9	.0760	31.8	9.6	17.5	21.4	23.0	67.7	906,527	212,697	87,528	84,823	28,467	230,359	38,915
DECATUR	**126.5**	**.0515**	**32.8**	**10.5**	**16.8**	**19.5**	**26.8**	**48.6**	**772,870**	**151,633**	**62,589**	**119,083**	**45,121**	**165,666**	**27,798**
Macon	126.5	.0515	32.8	10.5	16.8	19.5	26.8	48.6	772,870	151,633	62,589	119,083	45,121	165,666	27,798
• Decatur	90.3	.0368	33.3	11.2	16.3	18.0	29.2	36.1	635,335	123,663	53,037	86,917	40,612	148,885	25,205
SUBURBAN TOTAL	36.2	.0147	31.7	8.7	17.7	23.5	20.7	12.5	137,535	27,970	9,552	32,166	4,509	16,781	2,593
JOLIET	**383.8**	**.1562**	**29.9**	**10.3**	**19.5**	**20.7**	**19.4**	**126.7**	**1,772,605**	**334,475**	**149,218**	**165,460**	**54,702**	**445,318**	**94,529**
Grundy	33.7	.0137	32.2	10.0	17.1	20.0	25.2	12.4	163,529	37,747	14,460	11,391	3,641	43,698	7,841
Will	350.1	.1425	29.7	10.3	19.8	20.8	18.8	114.3	1,609,076	296,728	134,758	154,069	51,061	401,620	86,688
• Joliet	77.8	.0317	31.6	11.8	17.7	16.2	27.7	28.2	728,395	120,007	54,885	110,456	28,083	203,463	36,429
SUBURBAN TOTAL	306.0	.1245	29.6	9.9	20.1	21.9	17.2	98.5	1,044,210	214,468	94,333	55,004	26,619	241,855	58,100
KANKAKEE	**102.4**	**.0417**	**31.5**	**10.8**	**16.9**	**18.8**	**25.4**	**36.8**	**538,447**	**116,173**	**59,582**	**61,281**	**28,486**	**135,858**	**23,408**
Kankakee	102.4	.0417	31.5	10.8	16.9	18.8	25.4	36.8	538,447	116,173	59,582	61,281	28,486	135,858	23,408
• Kankakee	28.7	.0117	32.5	10.9	16.0	16.2	29.9	11.2	258,021	46,137	29,556	31,560	19,295	54,788	18,324
SUBURBAN TOTAL	73.7	.0300	31.1	10.8	17.1	19.8	23.6	25.6	280,426	70,036	30,026	29,721	9,191	81,070	5,084

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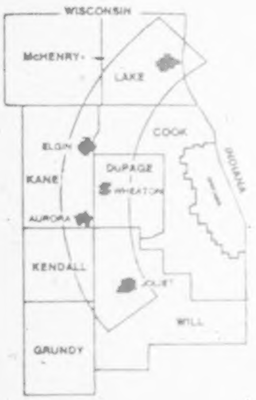
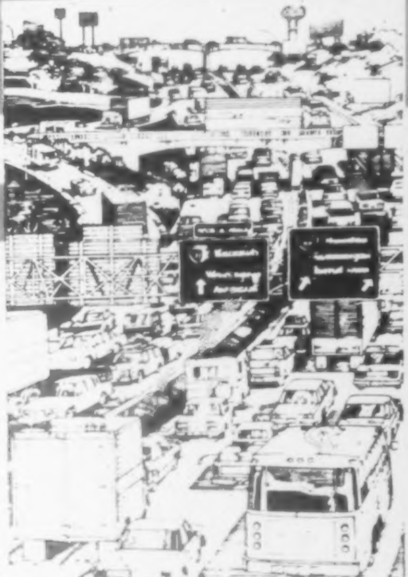
GREATER CHICAGO NEWSPAPERS



THREE COUNTIES WEST AND NORTH OF CHICAGO — KANE, WILL AND LAKE COUNTIES — CONSTITUTE THE QUALITY PART OF THE CHICAGO ADI AND PMSA WITH A 12% HIGHER EBI THAN THE ADI!

THE GREATER CHICAGO PMA REPRESENTS OVER:
— 1,130,000 POPULATION
— $5.8 BILLION RETAIL SALES
— 377,000 HOUSEHOLDS
— $40,000 PER HOUSEHOLD EBI
— $15.0 BILLION EBI
— $15,000 PER HH RETAIL SALES
AN ADULT POPULATION THAT INCLUDES:
— 240,000 BETWEEN 35 AND 54 YEARS OLD
— 270,000 IN WHITE COLLAR OCCUPATIONS
— 380,000 IN HOUSEHOLDS OVER $25,000

Source: 1986 PMA Audience Report Based on Simmons-Scarborough National Newspaper Audience Ratings Study



Copley Newspapers

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ILL. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAKE COUNTY	**486.0**	**.1979**	**30.6**	**12.3**	**18.3**	**21.9**	**20.0**	**161.1**	**3,444,723**	**505,192**	**253,201**	**279,467**	**167,648**	**1,249,749**	**138,743**
Lake	486.0	.1979	30.6	12.3	18.3	21.9	20.0	161.1	3,444,723	505,192	253,201	279,467	167,648	1,249,749	138,743
● North Chicago	42.7	.0174	23.1	37.0	17.2	12.1	10.8	8.1	58,007	16,885	15,124		166	6,260	1,811
● Waukegan	74.6	.0304	30.7	12.7	18.5	18.4	24.0	27.6	678,957	91,142	49,242	113,402	35,969	207,722	25,992
SUBURBAN TOTAL	368.7	.1501	31.8	9.4	18.5	23.8	20.2	125.4	2,707,759	397,165	188,835	166,065	131,513	1,035,767	110,940
PEORIA	**355.4**	**.1448**	**31.9**	**10.8**	**17.8**	**19.5**	**25.0**	**133.5**	**2,112,842**	**417,310**	**186,358**	**272,172**	**115,610**	**544,854**	**67,527**
Peoria	191.9	.0782	32.1	11.5	17.9	18.5	26.2	73.6	1,283,050	231,550	126,980	202,710	85,477	271,607	42,766
● Peoria	114.6	.0467	31.7	12.6	17.8	17.2	27.0	45.1	968,450	143,859	94,962	196,203	79,564	194,432	29,616
Tazewell	129.6	.0528	31.8	10.1	17.8	21.0	23.3	48.2	713,297	162,148	51,611	69,349	26,460	224,859	22,924
● Pekin	32.7	.0133	32.9	10.6	17.2	19.3	27.2	13.2	288,943	59,855	17,140	46,225	15,632	80,978	8,437
Woodford	33.9	.0138	31.7	10.0	17.0	19.2	25.3	11.7	116,495	23,612	7,767	113	3,673	48,388	1,837
SUBURBAN TOTAL	208.1	.0848	31.9	9.9	17.8	20.8	23.7	75.2	855,449	213,596	74,256	29,744	20,414	269,444	29,474
ROCKFORD	**284.2**	**.1158**	**32.1**	**10.2**	**17.7**	**20.3**	**24.6**	**106.6**	**1,847,772**	**352,321**	**164,231**	**254,502**	**103,406**	**433,963**	**49,878**
Boone	30.5	.0125	32.0	9.5	16.8	21.6	23.3	10.9	133,394	31,476	9,948	11,289	2,310	52,423	1,880
Winnebago	253.7	.1033	32.1	10.3	18.0	20.1	24.7	95.7	1,714,378	320,845	154,283	243,213	101,096	381,540	47,998
● Rockford	137.8	.0561	32.5	11.0	17.9	17.7	27.9	54.7	1,193,795	230,518	95,010	170,103	80,741	309,348	35,968
SUBURBAN TOTAL	146.4	.0597	31.7	9.5	17.6	22.7	21.5	51.9	653,977	121,803	69,221	84,399	22,665	124,615	13,910
SPRINGFIELD	**194.0**	**.0790**	**33.2**	**9.9**	**18.5**	**19.2**	**27.4**	**78.7**	**1,292,538**	**226,618**	**127,266**	**184,849**	**75,333**	**263,728**	**66,023**
Menard	12.6	.0051	35.0	8.0	15.9	20.8	29.3	4.7	24,207	6,975	1,674	478	80	6,909	1,780
Sangamon	181.4	.0739	33.1	10.0	18.6	19.1	27.4	74.0	1,268,331	219,643	125,592	184,371	75,253	256,819	64,243
● Springfield	102.5	.0417	33.4	10.8	19.1	17.3	29.6	44.5	1,062,607	165,935	94,337	179,043	65,033	236,484	61,121
SUBURBAN TOTAL	91.5	.0373	33.0	8.8	17.7	21.4	25.1	34.2	229,931	60,683	32,929	5,806	10,300	27,244	4,902
OTHER COUNTIES															
Adams	68.1	.0277	34.3	10.4	15.6	18.2	30.6	26.5	489,722	97,981	38,209	97,695	22,146	128,516	15,165
Quincy	39.7	.0162	35.9	11.6	14.9	16.6	34.5	15.5	452,498	92,425	34,496	96,778	21,072	109,120	15,062
Alexander	11.8	.0048	35.9	8.6	13.7	16.2	34.8	4.7	44,023	9,068	3,292	2,544	1,507	11,871	1,169
Bond	16.6	.0067	34.8	12.4	14.0	17.7	32.0	6.1	56,984	11,061	4,579	1,949	1,073	16,696	1,349
Brown	5.1	.0020	38.7	7.7	13.6	16.5	37.6	2.0	16,809	5,258	1,215	436	272	5,562	473
Bureau	37.9	.0155	35.4	8.9	14.7	18.3	32.2	14.4	158,288	40,240	15,092	6,400	9,929	42,244	3,953
Calhoun	5.9	.0024	38.1	8.5	12.5	19.3	35.1	2.1	17,646	2,222	2,478	362	608	7,808	397
Carroll	17.9	.0073	35.8	8.7	15.0	18.5	32.5	7.0	48,634	16,211	5,485	1,723	1,246	7,730	1,941
Cass	14.6	.0059	35.5	8.6	15.1	18.9	31.8	5.5	41,777	13,671	3,965	2,342	1,719	9,156	1,015
Christian	36.1	.0147	36.6	9.0	14.8	18.7	32.0	14.2	174,263	40,072	9,958	19,482	5,738	46,877	6,101
Clark	16.7	.0068	37.2	8.8	14.2	18.7	34.2	6.7	53,022	14,864	3,470	721	832	-12,108	1,967
Clay	15.2	.0062	37.0	8.8	14.1	17.4	35.1	6.1	51,509	12,657	2,884	2,481	1,929	12,199	1,400
☐ Clinton	34.1	.0139	31.7	11.1	15.2	18.0	26.9	11.8	137,646	26,557	12,711	4,852	10,440	38,956	1,800
Coles	53.2	.0216	30.0	21.8	15.0	16.2	26.3	19.6	302,181	65,289	31,323	34,995	13,379	74,558	14,648
Crawford	20.8	.0084	37.0	8.9	14.9	18.7	34.0	8.2	107,774	23,974	6,393	9,915	2,403	28,586	2,977
Cumberland	11.1	.0045	33.8	9.5	15.0	18.1	30.1	4.3	35,686	6,772	3,982	345	862	12,577	654
De Kalb	74.2	.0303	27.1	25.3	16.5	16.4	20.6	25.6	375,918	74,871	38,959	24,545	21,222	99,332	10,713
De Witt	18.3	.0074	34.9	9.0	15.5	19.7	30.1	7.2	68,484	14,376	4,429	2,348	1,321	30,266	1,376
Douglas	20.1	.0082	34.3	9.8	15.2	19.6	29.3	7.5	89,623	21,327	7,220	2,154	6,075	23,367	2,277
Edgar	20.5	.0084	36.4	8.4	14.8	18.6	33.4	8.3	108,291	23,508	9,190	6,366	2,313	33,062	4,266
Edwards	8.5	.0034	36.2	9.2	14.6	17.6	34.1	3.6	32,266	12,966	1,441	409	2,082	2,901	

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ILL. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Effingham	33.0	.0135	31.8	10.2	16.4	18.2	26.6	12.0	307,918	43,902	27,268	20,430	21,043	64,706	3,841
Fayette	22.5	.0091	35.6	9.9	14.9	17.9	32.9	8.3	80,185	20,140	6,562	9,040	1,971	18,314	628
Ford	14.5	.0059	36.8	8.8	14.1	19.4	33.1	5.8	53,961	14,958	4,759	1,806	724	10,162	1,543
Franklin	43.9	.0179	37.7	8.4	14.1	18.0	35.7	17.7	227,241	53,297	19,505	26,493	8,538	54,667	9,691
Fulton	39.5	.0161	35.2	9.0	15.2	18.8	31.5	15.3	177,380	50,013	15,966	10,709	7,364	41,275	7,633
Gallatin	7.6	.0031	36.6	8.4	14.0	19.9	32.6	3.0	15,440	4,748	951	221	573	3,834	676
Greene	16.0	.0065	36.5	9.1	13.4	17.7	34.2	6.2	55,446	20,238	3,325	1,807	1,360	13,881	1,574
Hamilton	9.3	.0038	39.8	8.5	13.0	18.2	38.0	3.9	27,067	5,940	1,422	1,711	1,101	7,779	1,230
Hancock	23.4	.0095	35.7	9.4	14.6	18.3	32.8	9.2	67,712	15,531	4,685	1,034	1,840	24,092	1,464
Hardin	5.6	.0023	37.7	7.6	14.6	18.9	34.9	2.1	6,669	2,485	873	101	316	1,280	291
Henderson	9.2	.0038	34.2	9.5	15.2	19.8	28.9	3.4	21,426	3,797	4,425	175	662	5,020	124
Iroquois	32.2	.0131	35.7	8.9	14.6	19.1	31.8	12.3	121,546	26,668	8,330	12,185	6,183	28,379	2,894
Jackson	61.2	.0249	27.2	26.5	18.3	14.6	21.3	23.7	417,222	58,958	34,076	64,510	21,635	92,271	5,470
Jasper	11.6	.0047	34.7	9.8	14.1	17.7	31.8	4.3	65,203	12,445	1,704	3,646	1,795	22,187	410
Jefferson	38.8	.0158	34.5	9.0	16.4	18.1	31.1	15.8	248,030	43,607	25,051	38,164	11,641	48,808	7,095
☐ Jersey	21.1	.0086	32.5	12.3	15.2	19.7	26.5	7.2	70,898	12,675	6,724	13,645	2,386	22,555	1,315
Jo Daviess	24.0	.0098	33.5	9.0	15.6	18.8	28.8	9.0	86,060	16,051	10,252	1,473	2,213	17,126	3,718
Johnson	11.2	.0045	34.9	11.0	19.3	19.7	30.1	3.7	24,049	7,640	1,920	1,151	987	4,393	624
Knox	58.4	.0238	34.5	10.4	16.2	18.9	30.3	22.7	386,764	78,324	32,984	57,009	17,502	89,651	14,552
La Salle	109.8	.0447	35.1	10.1	15.0	18.4	31.6	42.9	669,217	135,602	48,112	79,717	29,523	171,467	21,029
Lawrence	17.5	.0071	37.6	8.7	14.2	17.3	35.9	6.7	77,187	28,199	4,445	2,897	2,380	9,241	3,094
Lee	35.5	.0144	33.5	10.1	16.8	19.2	28.3	12.9	118,862	15,742	10,596	4,341	4,190	43,224	5,740
Livingston	41.8	[illegible]	33.6	11.2	16.7	18.5	29.1	14.7	186,354	40,031	11,780	15,793	9,898	56,992	5,114
Logan	31.5	[illegible]	34.5	12.9	16.4	18.9	30.4	10.7	154,641	32,606	15,204	16,440	7,831	41,582	4,130
McDonough	35.7	.0145	27.9	26.4	14.5	15.0	24.8	12.6	195,817	41,879	22,901	20,582	8,582	32,627	9,056
Macoupin	51.2	.0209	35.6	9.4	14.7	17.9	32.8	19.8	191,943	42,635	11,872	14,265	9,321	51,967	9,057
☐ Madison	252.5	.1028	33.5	11.0	15.8	19.9	27.7	94.9	1,509,228	327,922	127,204	260,032	56,202	369,957	34,732
• Alton	33.3	.0136	34.4	11.0	14.9	16.3	32.9	13.1	330,353	41,197	26,816	96,834	15,980	75,461	6,119
• Granite City	35.7	.0145	33.5	11.4	15.6	19.1	28.5	13.6	228,636	59,237	22,008	19,012	4,727	41,649	9,140
Marion	46.2	.0188	35.3	9.4	14.8	18.6	31.7	17.6	265,536	64,052	17,328	36,613	10,963	67,487	8,695
Marshall	13.8	.0056	34.9	8.9	15.0	18.7	31.1	5.1	31,786	10,162	3,294	1,273	445	5,753	1,854
Mason	18.2	.0074	34.0	8.6	15.5	19.2	29.3	6.8	63,442	14,368	5,677	6,237	1,869	17,088	1,538
Massac	15.4	.0063	37.5	9.0	13.9	19.0	34.4	6.2	44,497	8,666	2,479	1,392	841	13,657	2,062
Mercer	19.3	.0079	33.9	8.6	15.5	21.0	27.4	7.0	40,738	12,003	4,456	1,611	1,621	8,866	1,498
☐ Monroe	21.6	.0087	34.4	9.8	14.9	20.5	28.6	7.8	83,047	24,511	6,424	13,430	1,401	20,710	2,436
Montgomery	32.7	.0134	36.6	8.9	14.4	17.3	34.7	12.3	152,254	34,335	9,209	18,361	4,808	37,416	5,991
Morgan	38.2	.0155	33.9	12.1	15.4	18.6	29.7	14.4	236,431	51,508	19,016	33,889	10,137	59,234	8,711
Moultrie	15.0	.0061	35.4	8.9	15.4	19.1	31.4	5.4	53,551	10,690	4,196	1,223	1,071	16,065	2,963
Ogle	46.2	.0188	33.3	9.4	15.9	21.0	26.3	17.3	144,790	33,782	11,865	3,076	2,022	45,308	4,616
Perry	22.9	.0093	35.1	8.6	15.5	18.2	32.0	8.9	105,986	29,173	8,676	13,155	4,938	18,736	5,647
Piatt	16.8	.0068	34.3	8.5	16.2	21.0	27.8	6.3	50,920	10,731	3,101	1,534	1,964	22,018	2,557
Pike	18.1	.0074	38.1	8.1	14.0	17.9	36.1	7.3	63,825	15,371	5,793	3,498	1,296	13,139	830
Pope	4.7	.0019	36.6	10.6	12.6	18.4	33.9	1.9	4,928	1,986	263	68	268	1,943	34
Pulaski	8.9	.0036	36.5	8.7	12.3	15.6	36.1	3.5	12,171	4,985	710	374	323	2,624	434
Putnam	6.5	.0027	32.7	9.6	17.0	19.8	26.3	2.3	14,003	3,197	815			4,381	1,152

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Frank Magid Assoc., Nov., 1987

ILL. (cont.)

	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Randolph	37.0	.0150	33.5	10.8	17.8	18.1	29.1	12.7	168,201	44,688	11,025	23,976	7,798	45,266	4,282
Richland	17.4	.0071	35.5	10.2	15.0	19.4	31.2	7.0	114,996	18,056	7,044	18,696	5,209	26,076	4,860
☐ St. Clair	270.0	.1100	31.5	11.0	16.0	18.7	25.6	96.3	1,516,480	263,076	133,864	274,075	70,728	334,665	32,528
• Belleville	42.7	.0174	38.3	10.3	15.5	16.5	37.2	17.6	444,115	84,133	35,822	25,500	22,739	172,761	14,117
• East St. Louis	50.2	.0204	25.6	11.0	14.6	15.5	20.8	15.8	138,160	35,619	11,735	7,050	4,313	13,049	7,010
Saline	28.7	.0116	39.1	8.6	13.7	18.5	36.9	12.1	201,482	48,245	15,466	31,067	8,793	41,883	10,691
Schuyler	8.0	.0033	37.0	8.0	15.2	18.3	34.4	3.1	29,318	9,513	3,420	329	1,745	6,802	1,214
Scott	6.1	.0024	37.0	9.7	13.6	18.5	34.1	2.3	15,195	3,426	1,407	465		7,669	539
Shelby	24.3	.0099	35.6	8.9	14.3	18.9	31.9	9.2	68,829	18,617	4,010	1,573	4,290	21,279	2,493
Stark	7.2	.0030	35.4	8.8	14.4	18.4	32.2	2.7	14,741	4,282	860		278	6,611	155
Stephenson	49.8	.0202	34.2	9.9	15.8	19.3	29.4	19.3	264,600	53,322	21,212	26,275	11,356	88,195	13,266
Union	18.5	.0075	39.9	7.3	15.5	17.7	38.7	7.6	73,509	22,833	6,432	8,347	2,878	18,392	2,274
Vermilion	91.7	.0374	34.1	9.5	16.0	18.9	29.7	35.4	578,058	140,320	45,104	79,423	22,305	110,255	23,569
Wabash	14.1	.0057	34.0	10.4	15.8	18.1	30.4	5.5	101,755	25,447	7,647	10,590	2,671	29,054	1,715
Warren	21.3	.0087	33.7	11.3	14.9	18.4	29.6	8.0	81,343	16,945	7,376	5,726	2,346	25,824	2,423
Washington	15.7	.0064	36.9	8.5	14.4	17.5	34.9	5.9	43,668	7,107	3,992	2,033	1,509	17,365	1,276
Wayne	18.1	.0073	38.0	8.9	13.3	18.5	35.4	7.5	107,837	17,313	5,284	10,030	2,591	24,413	1,701
White	17.9	.0073	39.0	8.6	14.3	18.8	36.6	7.3	77,978	13,315	4,505	4,694	2,462	29,692	1,196
Whiteside	64.2	.0262	32.5	10.2	16.1	19.3	26.6	23.9	314,603	49,431	23,710	39,243	15,124	89,630	14,234
Williamson	61.9	.0252	35.6	9.1	16.5	19.7	31.2	24.9	332,761	71,313	24,443	21,812	13,818	96,546	12,473
TOTAL METRO COUNTIES	**9,575.3**	**3.8986**	**32.1**	**11.2**	**18.0**	**20.1**	**24.7**	**3,497.7**	**61,103,170**	**10,866,590**	**6,018,661**	**7,505,610**	**3,448,645**	**13,131,581**	**2,794,709**
TOTAL STATE	**11,657.6**	**4.7461**	**32.4**	**11.2**	**17.4**	**19.8**	**25.8**	**4,292.7**	**71,233,142**	**13,057,596**	**6,831,008**	**8,535,105**	**3,872,213**	**15,710,609**	**3,134,171**

ILL. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AURORA - ELGIN	**5,163,738**	**33,080**	**16.2**	**27.7**	**23.8**	**22.5**	**.1472**
Kane	4,626,253	33,143	16.5	27.2	23.3	23.2	.1337
• Aurora	1,209,748	30,466	18.4	28.2	21.7	19.5	.0402
• Elgin	1,038,326	29,586	19.0	29.3	21.2	18.3	.0316
Kendall	537,485	32,628	14.4	30.7	28.4	16.9	.0135
SUBURBAN TOTAL	2,915,664	35,984	13.9	26.6	26.0	25.8	.0754
BLOOMINGTON - NORMAL	**1,777,317**	**28,963**	**20.4**	**25.6**	**19.8**	**20.2**	**.0545**
McLean	1,777,317	28,963	20.4	25.6	19.8	20.2	.0545
• Bloomington	728,686	24,621	23.4	26.1	17.4	15.9	.0271
• Normal	496,955	31,975	18.9	23.9	19.7	25.6	.0143
SUBURBAN TOTAL	551,676	32,810	16.7	26.7	23.6	22.3	.0131
CHAMPAIGN - URBANA - RANTOUL	**2,133,934**	**23,568**	**24.1**	**26.4**	**16.2**	[illegible]	**.0695**
Champaign	2,133,934	23,568	24.1	26.4	16.2	14.6	.0695
• Champaign	749,087	21,162	23.8	24.3	14.7	13.1	.0282
• Rantoul	221,016	21,799	32.3	29.3	15.5	10.8	.0073
• Urbana	411,541	20,667	25.7	24.1	13.1	14.1	.0130
SUBURBAN TOTAL	752,290	28,606	21.0	29.2	20.1	17.8	.0210

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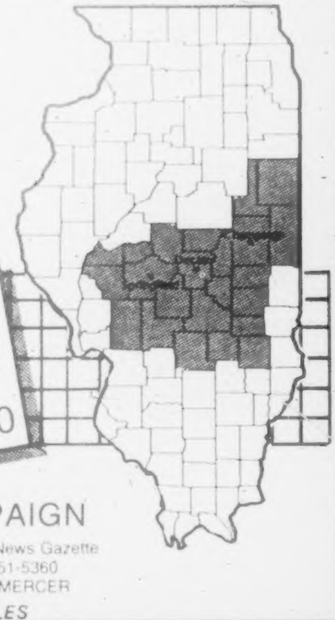

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ILL. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
CHICAGO	**93,727,146**	**31,491**	**16.6**	**23.5**	**19.5**	**25.0**	**2.7573**
Cook	76,746,999	29,583	17.7	23.6	18.6	23.0	2.2724
Arlington Heights	1,345,045	46,877	9.8	18.1	23.1	44.4	.0387
Berwyn	706,071	28,132	20.8	25.7	18.9	19.7	.0194
● Chicago	37,916,342	23,622	20.3	24.2	15.7	16.8	1.1246
● Chicago Heights	424,116	28,237	18.0	24.8	19.8	19.2	.0161
Cicero	839,728	25,928	22.4	26.9	18.6	16.0	.0219
Des Plaines	968,092	39,638	12.7	23.6	24.2	32.8	.0286
● Evanston	1,329,323	32,559	17.6	25.7	17.4	28.7	.0375
Mount Prospect	1,009,786	41,868	11.0	22.0	24.3	36.9	.0313
Oak Lawn	960,825	37,458	14.3	23.3	22.2	31.7	.0330
Oak Park	969,528	31,387	18.6	26.1	18.7	25.5	.0261
Schaumburg	1,095,215	41,394	10.6	23.6	28.4	33.4	.0493
Skokie	1,212,339	42,021	13.3	20.9	20.9	38.7	.0386
Du Page	14,496,796	44,142	9.8	20.6	24.4	40.3	.4175
Downers Grove	909,636	44,892	11.6	18.6	22.7	41.9	.0271
Elmhurst	854,575	44,146	10.9	20.6	23.4	41.0	.0247
Naperville	1,303,218	53,537	7.7	13.2	19.7	56.0	.0337
Wheaton	1,009,799	44,821	10.4	20.5	23.1	41.7	.0248
McHenry	2,483,351	34,658	15.2	26.4	25.5	23.9	.0674
SUBURBAN TOTAL	54,057,365	39,333	12.8	22.7	23.3	33.5	1.5791
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***121,361,441***	***31,728***	***16.4***	***24.2***	***20.2***	***24.5***	***3.5752***
DAVENPORT - ROCK ISLAND - MOLINE	**5,226,085**	**29,188**	**18.4**	**27.8**	**21.5**	**17.6**	**.1569**
Henry	743,128	29,162	18.7	27.3	20.3	18.7	.0204
Rock Island	2,268,365	29,286	17.7	27.4	21.6	18.2	.0696
● Moline	707,255	29,647	17.8	27.5	21.1	19.8	.0241
● Rock Island	590,873	25,738	21.0	26.1	19.1	15.5	.0167
Scott, Iowa	*2,214,592*	*29,119*	*19.0*	*28.6*	*21.8*	*16.6*	*.0669*
● Davenport	*1,331,785*	*26,480*	*21.3*	*28.9*	*19.6*	*13.8*	*.0427*
SUBURBAN TOTAL	2,596,172	31,456	16.3	27.8	23.3	19.7	.0734
DECATUR	**1,800,194**	**28,700**	**18.1**	**27.8**	**20.1**	**18.6**	**.0534**
Macon	1,800,194	28,700	18.1	27.8	20.1	18.6	.0534
● Decatur	1,296,279	26,627	19.7	27.5	18.0	17.4	.0399
SUBURBAN TOTAL	503,915	34,152	13.8	28.4	26.0	22.1	.0135
JOLIET	**5,229,645**	**34,595**	**14.3**	**25.9**	**25.7**	**23.5**	**.1473**
Grundy	502,309	34,243	16.1	24.4	24.6	24.1	.0138
Will	4,727,336	34,628	14.1	26.2	25.8	23.4	.1335
● Joliet	1,021,827	28,161	19.1	24.9	19.2	18.6	.0364
SUBURBAN TOTAL	4,207,818	36,169	12.9	26.3	27.6	24.9	.1109
KANKAKEE	**1,175,779**	**24,635**	**21.6**	**29.9**	**17.4**	**12.4**	**.0372**
Kankakee	1,175,779	24,635	21.6	29.9	17.4	12.4	.0372
● Kankakee	328,955	21,072	24.2	29.1	12.5	10.7	.0125
SUBURBAN TOTAL	846,824	26,172	20.4	30.4	19.5	13.1	.0247
LAKE COUNTY	**8,392,708**	**38,254**	**13.6**	**22.7**	**21.5**	**33.4**	**.2375**
Lake	8,392,708	38,254	13.6	22.7	21.5	33.4	.2375
● North Chicago	454,694	24,376	24.9	33.4	16.9	12.5	.0117
● Waukegan	1,053,768	30,205	18.8	26.2	20.6	21.4	.0357
SUBURBAN TOTAL	6,884,246	41,271	11.8	21.3	21.9	37.4	.1901
PEORIA	**5,278,521**	**30,930**	**16.6**	**27.[illegible]**	**20.9**	**21.7**	**.1523**
Peoria	3,002,587	31,079	16.9	25.5	19.6	23.8	.0874
● Peoria	1,806,886	29,043	18.0	24.8	17.6	23.0	.0564
Tazewell	1,853,051	31,142	16.2	29.7	22.4	19.9	.0532
● Pekin	449,935	26,698	20.8	26.6	20.1	15.7	.0153
Woodford	422,883	29,345	17.4	32.3	22.5	15.8	.0117
SUBURBAN TOTAL	3,021,700	32,490	15.2	29.3	23.0	22.0	.0806
ROCKFORD	**3,890,816**	**29,642**	**18.0**	**28.9**	**22.2**	**16.9**	**.1197**
Boone	349,628	26,848	20.5	32.0	22.1	10.4	.0105
Winnebago	3,541,188	29,970	17.8	28.5	22.2	17.6	.1092
● Rockford	1,917,344	27,375	19.9	28.6	19.4	15.7	.0643
SUBURBAN TOTAL	1,973,472	31,859	16.2	29.1	25.1	18.1	.0554
SPRINGFIELD	**2,497,911**	**24,135**	**23.2**	**28.7**	**18.4**	**12.0**	**.0798**
Menard	122,756	21,347	25.8	3[illegible]	12.9	5.6	.0034
Sangamon	2,375,155	24,358	23.1	28.2	18.8	12.4	.0764
● Springfield	1,360,009	22,421	24.4	27.0	16.6	11.8	.0502
SUBURBAN TOTAL	1,137,902	26,315	21.6	31.1	20.7	12.2	.0296
OTHER COUNTIES							
Adams	703,209	19,880	26.6	30.5	12.4	6.9	.0260
Quincy	422,681	18,336	28.1	28.4	11.0	6.4	.0186
Alexander	100,229	14,000	23.8	22.1	10.0	4.9	.0034
Bond	181,899	20,924	24.4	25.0	16.1	10.7	.0053
Brown	63,144	22,357	22.3	27.7	13.7	13.6	.0017
Bureau	509,580	26,878	21.3	28.2	19.0	16.3	.0142
Calhoun	54,114	18,704	25.8	26.8	12.5	7.8	.0016
Carroll	229,161	24,585	23.8	27.7	17.8	14.2	.0059
Cass	164,553	23,447	22.3	28.9	17.5	10.3	.0047
Christian	470,621	24,889	22.4	27.0	17.3	15.7	.0137
Clark	177,682	18,983	27.2	27.1	12.9	7.4	.0052
Clay	176,377	20,887	26.2	27.6	13.0	11.3	.0051
☐ Clinton	367,011	24,314	22.7	30.7	17.8	11.4	.0111
Coles	632,153	22,582	24.9	26.7	16.3	12.4	.0201
Crawford	310,843	28,468	19.7	25.3	19.1	21.2	.0086
Cumberland	108,349	18,932	29.2	30.0	11.2	6.2	.0033
De Kalb	927,055	26,787	21.0	27.9	19.7	15.3	.0279
De Witt	301,127	33,353	14.2	23.4	21.0	26.3	.0074
Douglas	247,425	26,250	22.5	29.4	20.1	12.5	.0073
Edgar	248,900	21,350	24.9	26.1	14.9	11.7	.0076
Edwards	124,854	26,111	24.4	25.2	20.4	15.0	.0033
Effingham	372,904	23,229	25.0	27.4	17.4	11.6	.0145
Fayette	241,105	20,339	28.0	27.1	13.6	10.1	.0072
Ford	162,869	21,180	29.3	31.2	13.4	8.1	.0047
Franklin	440,200	16,954	28.2	21.9	14.0	7.2	.0149
Fulton	418,464	21,524	24.2	30.8	14.8	7.8	.0132
Gallatin	74,352	17,441	26.2	24.5	11.4	8.2	.0021
Greene	145,099	17,304	29.9	26.7	10.8	5.0	.0046
Hamilton	128,376	23,657	22.6	25.6	16.1	15.5	.0033
Hancock	278,959	22,943	24.0	29.5	16.0	11.2	.0075
Hardin	36,902	12,662	30.9	20.8	5.1	2.6	.0012
Henderson	91,057	21,000	24.9	30.8	14.2	7.4	.0025
Iroquois	354,314	21,813	25.6	31.3	14.0	8.9	.0106
Jackson	693,904	18,350	25.6	21.9	12.1	12.5	.0238
Jasper	120,508	19,774	27.8	24.6	14.5	10.4	.0042

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EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Jefferson	461,217	21,099	23.8	27.5	14.6	10.2	.0151
☐ Jersey	216,604	23,250	25.2	32.1	17.4	7.9	.0066
Jo Daviess	243,473	20,928	27.2	31.5	14.0	6.6	.0074
Johnson	82,997	16,363	29.9	26.1	9.7	4.4	.0026
Knox	641,989	21,569	26.1	30.5	15.4	7.6	.0224
La Salle	1,391,854	25,800	21.1	29.9	20.0	11.8	.0436
Lawrence	167,257	18,444	25.4	28.5	13.1	5.0	.0055
Lee	453,240	27,759	20.5	28.6	22.0	14.4	.0123
Livingston	467,839	24,626	22.0	31.9	17.8	11.2	.0143
Logan	352,485	24,892	23.0	29.7	18.8	11.8	.0111
McDonough	338,023	17,617	27.2	25.1	12.4	6.8	.0120
Macoupin	592,942	22,993	23.5	27.3	17.3	11.3	.0173
☐ Madison	2,838,314	24,050	22.1	29.8	18.9	9.7	.0942
• Alton	329,753	18,874	25.4	27.6	13.7	6.0	.0143
• Granite City	393,693	23,239	21.9	29.2	18.2	8.9	.0135
Marion	512,626	21,303	25.7	26.9	15.6	10.1	.0168
Marshall	157,992	24,891	20.2	33.1	16.1	11.6	.0042
Mason	201,093	23,000	22.2	31.7	15.1	10.2	.0059
Massac	140,782	16,506	26.5	25.3	12.0	4.6	.0043
Mercer	216,269	24,677	21.8	28.7	19.0	11.2	.0058
☐ Monroe	248,426	25,869	21.0	29.7	20.3	11.6	.0071
Montgomery	352,162	20,964	25.4	25.7	16.6	9.6	.0112
Morgan	465,127	23,099	24.2	28.1	16.6	12.1	.0150
Moultrie	158,267	22,922	23.7	31.0	16.8	8.8	.0047
Ogle	635,733	29,991	18.6	28.2	22.4	17.5	.0165
Perry	298,654	24,919	23.0	23.5	18.2	17.1	.0086
Piatt	194,271	24,446	23.0	33.0	18.1	9.7	.0055
Pike	167,674	16,091	30.9	24.3	9.4	5.3	.0052
Pope	43,639	16,477	27.3	24.6	11.1	5.3	.0012
Pulaski	72,293	13,921	27.2	20.7	8.5	5.3	.0020
Putnam	76,444	27,370	18.9	31.8	20.6	13.0	.0021
Randolph	396,028	24,361	22.5	30.5	17.0	11.2	.0125
Richland	220,708	23,087	23.5	29.4	14.9	12.2	.0070
☐ St. Clair	3,035,512	23,535	20.8	25.3	17.1	14.0	.0988
• Belleville	572,211	24,167	23.2	26.5	16.6	14.9	.0210
• East St. Louis	326,602	11,497	21.2	16.7	9.1	7.4	.0119
Saline	291,072	16,053	27.3	22.3	12.1	7.0	.0108
Schuyler	94,078	22,705	23.4	27.9	15.6	11.9	.0028
Scott	73,934	24,404	22.1	29.2	14.8	14.1	.0019
Shelby	245,557	20,369	25.8	30.4	13.6	6.8	.0071
Stark	101,485	29,310	16.4	28.9	19.9	18.8	.0025
Stephenson	598,301	24,033	24.0	30.2	18.6	10.1	.0186
Union	197,506	17,714	30.7	26.2	9.2	8.2	.0060
Vermilion	1,099,100	23,725	21.9	28.9	17.0	12.1	.0360
Wabash	159,468	21,946	23.0	30.5	15.3	8.1	.0055
Warren	230,157	21,022	26.0	28.4	15.2	8.5	.0070
Washington	173,137	22,058	23.9	29.3	15.3	10.0	.0049
Wayne	185,437	17,628	29.3	26.1	11.1	6.4	.0064
White	234,260	22,490	25.8	26.8	13.8	14.3	.0066
Whiteside	724,775	24,752	22.4	30.6	19.8	9.5	.0226
Williamson	558,398	16,726	28.5	27.8	10.1	4.1	.0203
TOTAL METRO COUNTIES	**140,785,069**	**30,780**	**17.2**	**24.6**	**19.9**	**23.2**	**4.1635**
TOTAL STATE	**164,545,300**	**28,975**	**18.5**	**25.3**	**19.2**	**20.8**	**4.9012**

Indiana

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
				% of Population by Age Group				
ANDERSON	**131.2**	**.0534**	**32.7**	**10.1**	**16.9**	**20.3**	**25.7**	**48.8**
Madison	131.2	.0534	32.7	10.1	16.9	20.3	25.7	48.8
• Anderson	60.4	.0246	32.9	11.5	16.3	18.0	28.5	23.8
SUBURBAN TOTAL	70.8	.0288	32.5	9.0	17.3	22.3	23.4	25.0
BLOOMINGTON	**101.4**	**.0413**	**26.8**	**27.1**	**19.6**	**16.3**	**17.6**	**36.6**
Monroe	101.4	.0413	26.8	27.1	19.6	16.3	17.6	36.6
• Bloomington	53.1	.0216	23.2	41.4	18.8	11.8	14.9	18.1
SUBURBAN TOTAL	48.3	.0197	31.0	11.4	20.6	21.2	20.6	18.5
ELKHART - GOSHEN	**148.0**	**.0602**	**31.5**	**10.0**	**18.3**	**20.2**	**23.3**	**53.7**
Elkhart	148.0	.0602	31.5	10.0	18.3	20.2	23.3	53.7
• Elkhart	44.9	.0183	32.0	10.7	18.6	17.3	27.1	18.0
• Goshen	21.7	.0088	31.9	14.0	17.6	17.4	27.1	8.4
SUBURBAN TOTAL	81.4	.0331	31.1	8.5	18.3	22.5	20.3	27.3

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**826,870**	**184,467**	**69,465**	**102,812**	**37,998**	**192,452**	**37,584**
Madison	826,870	184,467	69,465	102,812	37,998	192,452	37,584
• Anderson	584,392	134,748	53,111	65,747	30,060	144,601	23,303
SUBURBAN TOTAL	242,478	49,719	16,354	37,065	7,938	47,851	14,281
BLOOMINGTON	**602,410**	**110,609**	**64,499**	**82,509**	**29,465**	**126,282**	**18,054**
Monroe	602,410	110,609	64,499	82,509	29,465	126,282	18,054
• Bloomington	539,201	97,940	56,956	82,395	27,205	113,499	16,096
SUBURBAN TOTAL	63,209	12,669	7,543	114	2,260	12,783	1,958
ELKHART - GOSHEN	**1,068,008**	**220,976**	**85,670**	**93,044**	**26,718**	**409,821**	**33,270**
Elkhart	1,068,008	220,976	85,670	93,044	26,718	409,821	33,270
• Elkhart	658,795	147,163	53,616	70,904	10,373	250,979	18,148
• Goshen	191,099	35,550	14,320	6,868	6,194	77,346	7,202
SUBURBAN TOTAL	218,114	38,263	17,734	15,272	10,151	81,496	7,920

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Source: Market Opinion Research, 1986 study   ABC, 12/31/86 estimates

IND. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
EVANSVILLE	**283.4**	**.1154**	**33.1**	**10.8**	**17.2**	**19.3**	**27.4**	**108.4**	**1,957,115**	**380,818**	**185,241**	**278,297**	**108,972**	**416,021**	**58,546**
Posey	26.7	.0109	31.7	10.1	17.8	20.2	23.9	9.4	87,960	17,612	6,129	6,220	4,715	31,850	4,289
Vanderburgh	166.5	.0678	34.1	11.6	16.7	18.2	30.3	66.4	1,407,963	252,294	141,692	227,947	84,009	268,086	39,412
• Evansville	128.8	.0524	34.3	12.0	16.6	16.8	32.0	52.7	1,332,925	245,041	132,370	221,097	81,224	258,010	38,904
Warrick	47.3	.0192	31.2	9.0	18.6	22.2	20.7	16.4	142,162	35,167	8,877	8,946	5,702	35,734	3,909
Henderson, Ky.	*42.9*	*.0175*	*32.4*	*10.1*	*17.4*	*19.7*	*25.8*	*16.2*	*319,030*	*75,745*	*28.543*	*35,184*	*14,546*	*80,351*	*10,936*
SUBURBAN TOTAL	154.6	.0630	32.1	9.8	17.7	21.3	23.6	55.7	624,190	135,777	52,871	57,200	27,748	158,011	19,642
FORT WAYNE	**359.1**	**.1461**	**31.1**	**10.8**	**18.3**	**19.3**	**23.6**	**130.3**	**2,310,009**	**435,490**	**231,787**	**299,242**	**140,713**	**511,875**	**89,568**
Allen	297.7	.1212	31.0	11.0	18.7	19.2	23.3	108.7	2,033,641	360,595	207,952	282,457	132,980	441,615	74,673
• Fort Wayne	175.1	.0713	31.3	12.5	18.8	16.7	26.3	69.2	1,689,034	283,029	176,058	265,664	117,545	378,122	64,051
De Kalb	34.3	.0139	31.6	9.8	16.7	19.5	24.8	12.0	140,100	35,780	12,952	11,336	4,053	35,595	6,586
Whitley	27.1	.0110	32.1	9.8	16.8	19.4	25.8	9.6	136,268	39,115	10,883	5,449	3,680	34,665	8,309
SUBURBAN TOTAL	184.0	.0748	31.0	9.2	17.9	21.8	21.0	61.1	620,975	152,461	55,729	33,578	23,168	133,753	25,517
GARY - HAMMOND	**629.0**	**.2561**	**30.8**	**11.1**	**17.1**	**19.8**	**23.0**	**217.5**	**3,801,019**	**761,556**	**396,200**	**451,938**	**178,645**	**762,418**	**187,269**
Lake	501.9	.2044	31.1	10.9	16.7	19.5	24.0	174.3	3,232,597	631,436	332,331	403,548	157,223	637,484	141,352
• East Chicago	36.9	.0150	30.9	11.8	14.8	16.7	27.3	13.2	129,477	23,366	18,902	10,885	6,452	22,515	11,172
• Gary	140.6	.0572	28.9	11.2	16.3	17.6	22.4	47.5	502,878	114,231	45,560	39,689	18,382	100,607	31,297
• Hammond	87.8	.0357	32.2	11.6	17.0	17.3	27.9	33.2	545,921	95,094	68,446	50,944	24,296	88,712	17,028
Porter	127.1	.0517	29.8	11.8	19.1	21.2	18.8	43.2	568,422	130,120	63,869	48,390	21,422	124,934	45,917
SUBURBAN TOTAL	363.7	.1482	31.1	10.8	17.8	21.6	21.5	123.6	2,622,743	528,865	263,292	350,420	129,515	550,584	127,772
INDIANAPOLIS	**1,229.0**	**.5005**	**31.8**	**10.7**	**18.3**	**20.3**	**23.8**	**457.1**	**8,869,296**	**1,450,074**	**861,672**	**1,062,678**	**433,746**	**2,253,834**	**371,910**
Boone	39.0	.0159	33.3	8.8	16.9	22.3	24.9	14.0	211,219	38,504	17,403	9,624	8,550	40,515	9,293
Hamilton	99.2	.0404	32.1	8.0	17.9	25.0	19.9	34.0	429,527	92,495	43,604	27,604	31,173	110,521	20,334
Hancock	47.6	.0194	31.9	8.7	17.1	23.7	21.0	16.2	250,242	46,542	24,680	17,876	5,938	66,474	10,039
Hendricks	77.6	.0316	31.4	9.2	18.3	23.0	20.5	25.6	280,716	87,097	26,719	13,499	10,370	58,014	12,308
Johnson	85.6	.0348	31.0	10.5	18.1	21.7	21.1	29.4	519,357	56,386	36,812	143,007	24,547	92,350	14,755
Marion	785.9	.3200	31.8	11.7	18.5	18.8	25.1	305.2	6,732,184	1,024,847	676,336	816,809	330,617	1,799,277	283,566
• Indianapolis	727.5	.2962	31.7	11.6	18.6	18.8	24.9	281.9	6,354,899	956,735	631,623	790,879	315,823	1,714,785	268,377
Morgan	54.4	.0222	31.6	9.2	17.0	22.5	21.7	18.6	284,345	73,519	23,435	21,845	14,943	42,586	12,613
Shelby	39.7	.0162	32.5	9.3	16.6	20.7	25.3	14.1	161,706	30,684	12,683	12,414	7,608	44,097	9,002
SUBURBAN TOTAL	501.5	.2043	32.0	9.5	17.8	22.5	22.1	175.2	2,514,397	493,339	230,049	271,799	117,923	539,049	103,533

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SOURCE: The 1987 Fort Wayne CMS Continuing Market Study, Belden.

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IND. (cont.)

	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
KOKOMO	**102.6**	**.0418**	**32.3**	**9.6**	**16.9**	**21.8**	**23.6**	**38.4**	**776,067**	**150,141**	**74,662**	**90,695**	**30,203**	**195,614**	**34,288**
Howard	85.9	.0350	31.9	9.8	17.2	21.9	22.8	32.1	699,005	130,915	68,661	88,168	29,006	169,465	31,600
● Kokomo	46.5	.0189	32.2	10.6	17.4	18.9	26.1	18.7	655,882	124,761	66,470	79,173	26,095	167,082	29,518
Tipton	16.7	.0068	34.0	9.0	16.0	21.0	27.4	6.3	77,062	19,226	6,001	2,527	1,197	26,149	2,688
SUBURBAN TOTAL	56.1	.0229	32.4	8.9	16.5	24.1	21.5	19.7	120,185	25,380	8,192	11,522	4,108	28,532	4,770
LAFAYETTE - WEST LAFAYETTE	**122.8**	**.0500**	**27.0**	**25.0**	**17.9**	**16.1**	**19.6**	**43.2**	**764,070**	**117,355**	**80,948**	**112,653**	**33,231**	**194,381**	**29,609**
Tippecanoe	122.8	.0500	27.0	25.0	17.9	16.1	19.6	43.2	764,070	117,355	80,948	112,653	33,231	194,381	29,609
● Lafayette	43.9	.0179	31.9	12.8	19.6	17.5	26.5	18.3	541,739	74,738	45,884	86,322	23,891	155,871	19,158
● West Lafayette	20.8	.0085	24.1	42.4	16.9	12.1	15.8	7.6	165,441	40,661	26,691	26,210	5,742	9,894	10,402
SUBURBAN TOTAL	58.1	.0236	24.8	28.1	16.9	16.5	15.8	17.3	56,890	1,956	8,373	121	3,598	28,616	49
MUNCIE	**121.0**	**.0493**	**30.7**	**16.3**	**16.1**	**19.2**	**23.9**	**43.5**	**891,407**	**171,378**	**90,107**	**100,512**	**53,693**	**186,146**	**43,707**
Delaware	121.0	.0493	30.7	16.3	16.1	19.2	23.9	43.5	891,407	171,378	90,107	100,512	53,693	186,146	43,707
● Muncie	73.3	.0298	29.0	21.6	15.5	16.0	24.8	27.0	773,072	151,834	80,016	84,846	42,643	156,246	43,072
SUBURBAN TOTAL	47.7	.0195	33.0	8.2	17.1	24.2	22.4	16.5	118,335	19,544	10,091	15,666	11,050	29,900	635
SOUTH BEND - MISHAWAKA	**241.3**	**.0983**	**32.5**	**12.4**	**16.8**	**17.9**	**28.0**	**89.7**	**1,708,170**	**305,048**	**162,490**	**230,827**	**147,679**	**392,321**	**74,854**
St. Joseph	241.3	.0983	32.5	12.4	16.8	17.9	28.0	89.7	1,708,170	305,048	162,490	230,827	147,679	392,321	74,854
● Mishawaka	41.5	.0169	32.4	12.1	18.5	16.9	28.4	17.5	572,033	89,328	49,009	115,228	69,161	114,313	24,233
● South Bend	107.9	.0439	33.5	10.7	17.4	15.3	32.1	42.8	884,043	163,675	87,817	94,031	55,406	228,950	42,320
SUBURBAN TOTAL	91.9	.0375	31.3	14.6	15.5	21.4	22.9	29.4	252,094	52,045	25,664	21,568	23,112	49,058	8,301
TERRE HAUTE	**133.3**	**.0543**	**32.9**	**13.8**	**16.2**	**17.3**	**29.3**	**49.4**	**1,076,497**	**172,892**	**91,446**	**136,593**	**41,984**	**229,904**	**28,598**
Clay	25.0	.0102	35.2	9.4	15.1	18.6	31.6	9.4	121,441	20,716	8,666	10,523	2,695	36,884	6,373
Vigo	108.3	.0441	32.5	14.8	16.4	17.1	28.8	40.0	955,056	152,176	82,780	126,070	39,289	193,020	22,225
● Terre Haute	57.4	.0234	32.4	18.0	15.1	13.9	32.2	22.3	745,572	139,606	64,232	89,680	31,981	111,997	18,071
SUBURBAN TOTAL	75.9	.0309	33.3	10.6	17.0	19.9	27.2	27.1	330,925	33,286	27,214	46,913	10,003	117,907	10,527
OTHER COUNTIES															
Adams	31.0	.0126	30.5	9.8	16.1	18.0	24.7	10.3	156,121	34,219	16,862	8,465	8,375	41,152	6,317
Bartholomew	66.0	.0269	31.9	9.3	18.0	22.7	21.8	24.3	341,810	62,064	30,862	52,069	20,043	68,449	12,249
Benton	9.5	.0039	34.8	8.8	13.9	18.8	30.9	3.5	36,124	8,560	2,054		1,193	8,754	1,805
Blackford	15.2	.0061	33.7	9.0	15.8	20.2	27.8	5.6	61,917	16,890	4,441	5,890	2,232	16,551	3,542
Brown	13.4	.0055	33.3	8.9	18.0	21.3	25.6	5.1	20,166	3,065	4,496	302	723	1,610	1,585
Carroll	19.3	.0078	33.9	9.0	15.9	19.7	28.7	7.1	61,462	10,502	4,864	2,512	1,346	19,770	3,066
Cass	40.3	.0164	33.7	9.3	16.0	19.8	28.2	14.8	204,696	41,210	17,136	22,521	10,197	49,211	11,409
☐ Clark	89.1	.0363	31.2	10.2	18.9	20.3	22.6	32.3	665,682	109,754	50,701	116,763	18,024	151,942	18,321
Clinton	30.8	.0125	33.8	9.3	15.9	19.5	28.5	11.5	150,981	37,020	14,036	7,386	7,114	38,327	8,883
Crawford	10.5	.0043	32.9	9.8	15.5	19.0	27.8	3.6	23,983	7,969	2,057	3,114	548	3,442	
Daviess	28.5	.0116	33.9	9.2	15.3	17.8	30.4	10.3	142,963	32,972	10,066	15,481	4,558	29,264	5,678
☐ Dearborn	38.4	.0156	32.2	9.0	16.4	20.5	25.0	13.2	143,407	37,522	11,363	15,558	6,083	32,696	7,853
Decatur	23.4	.0096	32.0	9.7	15.8	19.0	26.2	8.3	107,223	23,272	9,136	9,015	3,355	26,497	3,124
Dubois	36.8	.0150	31.2	11.1	16.8	18.9	24.8	12.9	266,591	41,493	19,593	14,430	14,118	102,817	6,904
Fayette	27.4	.0112	32.2	9.0	16.7	19.3	26.0	9.9	156,395	32,458	13,266	14,272	4,410	37,205	13,282
☐ Floyd	63.5	.0258	32.7	9.8	17.4	20.4	25.6	22.8	262,366	62,446	28,994	22,648	20,834	42,562	14,581
● New Albany	37.3	.0152	34.0	10.2	17.1	17.8	30.4	14.4	230,534	51,655	25,875	21,840	18,371	40,783	11,206
Fountain	18.7	.0077	34.8	9.1	15.0	20.3	29.4	6.8	73,624	16,619	8,049	3,345	1,318	26,546	3,574
Franklin	20.5	.0083	31.0	9.3	15.8	19.7	24.0	6.4	47,715	19,525	4,049	934	986	8,320	1,812
Fulton	19.5	.0079	35.1	9.1	14.8	19.0	31.1	7.4	92,651	22,086	10,569	8,545	1,305	23,566	7,038

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IND. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
Gibson	33.8	.0138	34.5	10.4	15.0	19.5	29.9	12.8	225,611	51,451	16,213	18,642	6,531	63,786	11,648
Grant	77.9	.0317	32.5	11.5	15.5	20.3	25.8	27.8	553,066	110,172	50,456	73,603	24,457	131,272	24,024
Greene	31.0	.0126	36.1	8.2	15.3	19.3	32.1	12.1	125,274	37,744	7,761	12,358	3,613	23,386	6,264
☐ Harrison	30.4	.0124	31.7	9.8	17.0	20.5	23.9	10.3	87,331	22,918	7,697	6,604	4,954	16,109	3,589
Henry	50.7	.0206	33.4	9.1	16.2	20.4	27.0	18.5	272,405	82,549	23,625	19,779	11,439	49,619	13,618
Huntington	37.2	.0151	32.9	10.7	15.4	18.7	28.0	13.5	198,982	42,339	17,930	22,001	6,719	45,207	9,576
Jackson	37.1	.0151	32.8	9.7	16.2	19.9	26.6	13.6	230,743	53,498	20,999	14,806	5,720	48,823	12,423
Jasper	27.6	.0113	30.1	12.3	16.1	19.4	22.6	9.0	117,561	25,903	7,840	11,459	2,030	24,492	8,085
Jay	22.2	.0090	33.9	9.1	14.9	19.4	29.0	8.2	92,945	27,586	8,106	5,837	4,151	20,450	4,448
Jefferson	29.4	.0120	31.8	12.3	16.6	19.6	25.2	10.4	138,303	32,553	10,659	15,684	7,750	28,378	6,228
Jennings	24.1	.0098	31.3	10.2	18.1	20.7	22.6	7.8	77,084	24,534	6,442	4,609	1,191	13,126	3,151
Knox	40.9	.0167	34.2	13.9	14.6	18.0	30.7	15.7	263,431	51,163	22,758	29,877	13,665	58,895	14,148
Kosciusko	65.9	.0268	31.6	10.5	18.0	19.7	24.2	23.9	330,695	65,856	28,636	24,303	12,692	86,172	14,469
La Grange	29.2	.0119	28.8	9.5	16.0	18.1	21.9	9.1	112,709	30,335	15,002	4,422	2,551	17,026	3,767
La Porte	107.7	.0438	32.4	10.0	18.0	19.4	26.0	37.4	574,368	112,064	50,274	76,397	27,733	135,174	27,080
Lawrence	43.4	.0177	34.0	8.8	16.3	20.0	28.3	16.3	214,752	47,321	16,534	34,461	9,233	50,496	9,763
Marshall	42.0	.0171	33.0	9.6	16.0	19.3	27.5	15.2	193,859	39,714	16,062	8,043	5,626	49,969	10,410
Martin	10.9	.0044	32.2	9.5	16.3	19.5	26.0	3.9	46,022	14,379	2,645	2,674	1,871	11,473	1,079
Miami	39.2	.0159	30.4	11.6	17.5	18.9	23.1	13.9	176,193	35,621	13,679	9,656	7,926	57,103	9,909
Montgomery	35.4	.0144	33.8	11.1	15.6	20.3	27.8	13.2	211,015	46,378	17,076	24,653	7,847	57,455	10,736
Newton	14.6	.0059	31.8	9.1	16.5	19.3	25.5	5.2	47,760	12,031	2,987	900	1,573	9,143	5,404
Noble	38.6	.0157	31.5	9.9	17.3	18.9	25.0	13.7	151,480	38,245	12,185	18,140	4,757	35,369	6,674
Ohio	5.2	.0022	34.4	9.4	14.9	20.8	28.3	2.0	15,715	7,710	1,530		287		398
Orange	19.1	.0077	34.0	9.3	15.8	18.7	29.7	7.0	63,764	22,775	4,799	4,500	2,155	9,374	3,015
Owen	17.5	.0072	34.4	8.3	15.6	20.6	28.4	6.6	45,240	10,792	4,228	693	1,889	13,790	1,893
Parke	16.2	.0066	35.5	8.5	15.1	19.5	31.1	5.8	42,735	14,176	3,214	2,577	1,339	7,004	2,169
Perry	19.0	.0077	33.6	10.1	15.2	18.0	29.9	6.6	96,730	26,099	6,809	15,163	4,792	13,742	4,864
Pike	13.5	.0055	35.8	8.8	15.2	20.4	30.8	5.2	32,085	11,945	1,878	991	1,335	10,128	1,110
Pulaski	13.3	.0054	33.7	9.2	14.5	18.3	29.8	5.0	73,141	10,578	4,776	1,974	1,514	25,943	5,824
Putnam	30.3	.0124	32.8	15.7	14.2	20.3	26.5	9.9	115,501	37,030	9,394	6,594	4,165	20,236	6,051
Randolph	29.2	.0119	33.5	9.1	15.8	20.4	27.3	10.8	123,051	34,768	9,291	4,836	6,322	27,655	6,368
Ripley	25.8	.0105	32.5	9.3	15.3	18.5	27.7	8.7	102,595	31,712	5,935	6,361	4,070	20,185	4,177
Rush	18.6	.0075	33.1	9.5	14.7	18.9	28.4	6.5	86,847	18,888	4,448	6,351	4,186	29,057	5,570
Scott	20.8	.0084	31.3	9.6	16.6	20.4	23.5	7.3	96,272	19,596	8,355	11,149	2,001	18,443	4,181
Spencer	20.3	.0083	32.9	10.2	16.1	19.2	27.4	6.8	73,848	23,930	5,175	1,585	2,461	23,008	2,214
Starke	22.3	.0090	32.7	9.0	15.4	19.4	27.0	7.9	100,763	21,945	5,444	8,344	1,788	20,271	7,772
Steuben	27.8	.0114	32.9	11.6	15.9	19.3	27.3	10.3	160,676	32,413	14,827	10,040	5,846	26,131	4,608
Sullivan	20.9	.0085	36.1	8.2	15.2	18.0	33.5	8.1	60,327	17,736	3,217	2,893	1,410	15,091	2,620
Switzerland	7.6	.0031	35.7	8.5	13.8	20.1	31.1	2.7	14,477	5,743	1,130	150	272	1,247	179
Union	6.9	.0028	32.9	9.2	15.8	20.0	26.7	2.4	24,792	8,060	1,176	524	998	3,186	1,222
Vermillion	17.9	.0072	35.4	8.5	15.7	19.0	31.6	7.1	70,198	13,648	3,079	2,212	193	31,130	2,376
Wabash	35.6	.0145	32.4	11.7	15.5	19.5	26.4	12.5	150,588	29,099	11,055	18,385	5,319	34,445	9,939
Warren	8.5	.0035	33.9	8.7	15.2	21.1	27.2	2.9	8,999	3,640	793	91	163	405	907
Washington	23.1	.0094	32.5	9.8	15.5	19.8	26.3	8.2	101,161	22,811	4,194	7,443	2,736	29,478	3,247
Wayne	71.8	.0293	33.9	9.8	15.4	19.9	28.4	26.9	596,146	114,252	46,137	87,713	23,133	147,412	22,447
Richmond	38.8	.0158	33.9	11.2	15.4	17.5	30.8	15.3	499,934	88,143	39,143	83,925	20,552	132,500	18,820
Wells	25.4	.0103	32.3	9.8	16.6	19.9	25.7	9.2	104,375	21,010	8,993	4,148	5,895	40,886	3,891
White	24.0	.0098	33.9	8.9	16.1	18.4	29.8	9.2	120,682	30,424	12,444	7,395	2,588	32,921	4,488
TOTAL METRO COUNTIES	**3,780.6**	**1.5393**	**31.4**	**12.0**	**17.7**	**19.6**	**24.1**	**1,379.0**	**25,490,694**	**4,617,699**	**2,464,399**	**3,168,189**	**1,298,396**	**6,034,027**	**1,040,665**
TOTAL STATE	**5,570.8**	**2.2680**	**31.9**	**11.4**	**17.2**	**19.6**	**25.0**	**2,023.6**	**34,272,084**	**6,599,839**	**3,186,125**	**3,980,886**	**1,636,149**	**8,152,490**	**1,455,367**

IND.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,537,314**	**25,475**	**21.4**	**29.3**	**19.0**	**13.1**	**.0507**
Madison	1,537,314	25,475	21.4	29.3	19.0	13.1	.0507
• Anderson	683,822	22,459	24.1	29.5	15.7	10.5	.0270
SUBURBAN TOTAL	853,492	28,613	18.9	29.1	22.1	15.6	.0237
BLOOMINGTON	**1,166,229**	**21,162**	**25.4**	**25.0**	**13.9**	**13.6**	**.0381**
Monroe	1,166,229	21,162	25.4	25.0	13.9	13.6	.0381
• Bloomington	561,951	16,704	28.4	19.5	10.1	12.7	.0236
SUBURBAN TOTAL	604,278	25,595	22.5	30.3	17.7	14.4	.0145
ELKHART - GOSHEN	**1,783,168**	**25,712**	**22.9**	**32.1**	**18.0**	**13.4**	**.0607**
Elkhart	1,783,168	25,712	22.9	32.1	18.0	13.4	.0607
• Elkhart	541,656	22,299	25.6	30.0	14.3	11.0	.0249
• Goshen	252,5[illegible]	22,618	28.4	31.2	16.7	9.2	.0094
SUBURBAN TOTAL	988,941	28,900	19.4	33.8	20.8	16.2	.0264
EVANSVILLE	**3,587,903**	**25,525**	**21.5**	**27.8**	**18.6**	**14.4**	**.1169**
Posey	306,825	27,601	19.7	28.7	22.3	12.9	.0087
Vanderburgh	2,260,334	25,251	22.0	26.7	17.1	16.3	.0761
• Evansville	1,657,468	22,990	24.0	27.0	15.8	13.3	.0622
Warrick	507,060	26,858	19.8	30.8	22.7	10.2	.0144
Henderson, Ky.	*513,684*	*24,188*	*22.5*	*29.0*	*18.5*	*11.4*	*.0177*
SUBURBAN TOTAL	1,930,435	27,953	19.2	28.6	21.2	15.4	.0547
FORT WAYNE	**4,476,356**	**27,518**	**21.2**	**29.6**	**20.4**	**15.2**	**.1439**
Allen	3,796,499	27,773	20.9	29.0	20.5	15.9	.1230
• Fort Wayne	2,125,755	23,337	24.9	29.1	17.0	11.5	.0803
De Kalb	386,251	26,980	21.7	32.7	19.5	12.5	.0114
Whitley	293,606	25,716	23.2	32.5	20.3	10.1	.0095
SUBURBAN TOTAL	2,350,601	32,014	17.0	30.0	24.2	19.3	.0636
GARY - HAMMOND	**7,006,415**	**27,351**	**17.6**	**30.5**	**21.4**	**12.8**	**.2344**
Lake	5,391,741	26,218	18.0	30.7	20.0	11.8	.1878
• East Chicago	344,005	21,365	18.0	27.8	15.3	9.3	.0109
• Gary	1,224,170	21,032	19.2	27.8	15.6	8.4	.0403
• Hammond	957,920	24,532	21.0	32.5	18.3	8.9	.0327
Porter	1,614,674	32,213	16.3	29.1	26.9	17.0	.0466

IND. (cont.) EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	4,480,320	30,808	16.2	31.1	25.1	16.0	.1505
INDIANAPOLIS	**16,458,604**	**28,391**	**19.7**	**27.8**	**19.7**	**18.4**	**.5290**
Boone	507,264	27,750	19.6	28.7	19.7	17.4	.0152
Hamilton	1,474,851	34,713	15.5	25.6	22.4	27.1	.0395
Hancock	599,480	31,977	17.3	27.2	25.5	18.8	.0181
Hendricks	916,513	30,737	17.8	30.3	25.6	15.3	.0260
Johnson	1,048,800	29,482	18.6	29.4	23.1	16.1	.0332
Marion	10,880,289	27,400	20.4	27.4	18.2	18.7	.3646
● Indianapolis	9,969,957	27,205	20.4	27.1	18.2	18.6	.3383
Morgan	609,404	27,738	19.7	30.3	21.4	13.1	.0195
Shelby	422,003	24,346	23.5	32.9	17.8	9.4	.0129
SUBURBAN TOTAL	6,488,647	29,985	18.5	28.9	22.2	18.2	.1907
KOKOMO	**1,354,099**	**28,476**	**19.2**	**27.3**	**18.9**	**19.6**	**.0447**
Howard	1,156,276	29,188	18.4	26.8	19.2	20.9	.0387
● Kokomo	599,840	24,779	21.0	26.9	16.9	15.7	.0259
Tipton	197,823	25,288	23.6	30.0	17.2	13.0	.0060
SUBURBAN TOTAL	754,259	31,797	17.6	27.6	20.8	23.3	.0188
LAFAYETTE - WEST LAFAYETTE	**1,508,620**	**24,723**	**24.0**	**27.8**	**17.0**	**15.2**	**.0483**
Tippecanoe	1,508,620	24,723	24.0	27.8	17.0	15.2	.0483
● Lafayette	569,825	24,172	23.8	30.3	17.2	11.7	.0230
● West Lafayette	280,425	21,056	27.4	20.3	12.5	19.4	.0093
SUBURBAN TOTAL	658,370	26,700	22.8	28.0	18.8	17.2	.0160
MUNCIE	**1,363,463**	**23,916**	**22.9**	**27.9**	**17.6**	**12.3**	**.0485**
Delaware	1,363,463	23,916	22.9	27.9	17.6	12.3	.0485
● Muncie	773,631	19,891	26.5	26.5	13.5	9.8	.0331
SUBURBAN TOTAL	589,832	30,841	16.9	30.2	24.3	16.3	.0154
SOUTH BEND - MISHAWAKA	**2,952,065**	**25,562**	**22.3**	**29.7**	**18.1**	**13.6**	**.0990**
St. Joseph	2,952,065	25,562	22.3	29.7	18.1	13.6	.0990
● Mishawaka	498,348	22,786	25.5	31.6	16.2	8.5	.0223
● South Bend	1,281,047	22,734	24.6	29.2	15.6	11.2	.0460
SUBURBAN TOTAL	1,172,670	31,670	17.1	29.5	22.8	20.1	.0307
TERRE HAUTE	**1,542,542**	**23,182**	**24.7**	**28.2**	**15.9**	**12.7**	**.0559**
Clay	266,851	22,512	24.6	29.1	16.8	9.6	.0085
Vigo	1,275,691	23,340	24.8	27.9	15.7	13.5	.0474
● Terre Haute	624,757	19,972	27.8	27.6	12.5	9.8	.0289
SUBURBAN TOTAL	917,785	26,146	22.3	28.5	18.7	15.2	.0270
OTHER COUNTIES							
Adams	337,845	26,713	21.5	30.4	18.7	14.4	.0108
Bartholomew	1,031,076	33,402	15.1	25.4	21.3	25.9	.0281
Benton	101,161	22,482	26.3	31.5	14.5	10.0	.0030
Blackford	161,834	23,467	24.1	28.4	18.8	9.5	.0050
Brown	134,168	21,027	28.6	30.7	14.6	7.0	.0036
Carroll	222,076	25,031	24.1	32.4	18.3	11.1	.0063
Cass	430,664	23,357	24.9	31.1	18.2	8.5	.0139
☐ Clark	960,125	24,414	23.2	32.1	17.8	10.0	.0352
Clinton	353,951	23,388	25.1	29.8	16.8	10.9	.0110
Crawford	81,382	16,747	29.4	24.0	11.6	5.6	.0026
Daviess	301,523	21,575	26.6	27.2	13.8	12.2	.0097
☐ Dearborn	422,560	26,567	20.2	29.9	19.7	13.2	.0125
Decatur	238,081	22,741	25.0	31.9	15.3	9.8	.0079
Dubois	407,063	24,526	23.1	32.0	17.7	10.3	.0145
Fayette	299,337	23,780	23.5	31.8	17.1	10.9	.0099
☐ Floyd	708,628	24,807	21.9	30.0	18.7	11.9	.0213
● New Albany	405,720	21,956	24.6	29.7	15.3	9.5	.0139
Fountain	164,121	19,266	28.7	30.4	12.9	4.8	.0056
Franklin	189,286	22,671	25.6	30.7	14.8	11.2	.0054
Fulton	203,120	21,582	27.6	31.6	13.4	8.8	.0066
Gibson	378,790	23,071	23.6	27.5	17.4	11.1	.0131

Elkhart County Is The Fastest Growing Metro Area* In Indiana!
Elkhart, Indiana - Ranked 45th In The U.S. In Retail Sales Per Household.

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METRO & COUNTY TOTALS

IND. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Grant	870,226	24,690	22.0	29.3	18.3	12.5	.0307
Greene	317,928	19,502	27.1	25.9	15.3	7.7	.0098
☐ Harrison	304,099	23,873	23.6	32.8	16.7	10.0	.0090
Henry	535,453	23,132	24.5	30.3	16.8	10.1	.0177
Huntington	423,502	24,827	24.9	32.1	17.6	11.2	.0135
Jackson	390,399	23,108	24.1	29.9	17.9	9.0	.0136
Jasper	280,604	24,775	23.2	33.3	16.6	11.0	.0090
Jay	203,257	19,606	29.5	30.7	11.9	6.2	.0067
Jefferson	331,588	23,443	25.5	27.5	16.8	13.5	.0103
Jennings	220,322	22,281	25.1	31.0	15.6	8.6	.0070
Knox	390,135	17,809	27.7	26.7	11.2	6.8	.0147
Kosciusko	791,812	25,580	23.1	30.6	18.7	13.6	.0241
La Grange	263,025	22,014	27.8	31.3	14.6	9.2	.0087
La Porte	1,169,188	25,240	22.3	30.1	19.7	11.3	.0382
Lawrence	450,790	21,269	26.2	28.3	16.0	8.8	.0148
Marshall	456,392	23,244	25.4	29.7	17.6	10.1	.0142
Martin	113,676	23,157	24.5	28.1	17.8	11.2	.0036
Miami	384,248	21,404	29.1	30.4	16.0	7.0	.0126
Montgomery	394,574	23,606	26.5	30.9	17.5	10.1	.0132
Newton	143,036	22,911	23.2	32.7	15.8	7.9	.0043
Noble	393,037	23,204	26.3	31.8	17.9	8.1	.0123
Ohio	61,916	24,135	21.5	25.3	18.1	14.0	.0016
Orange	168,205	18,295	28.9	29.1	10.2	5.9	.0054
Owen	159,154	18,711	28.1	29.1	12.0	5.6	.0048
Parke	148,296	19,903	26.7	29.6	13.6	6.5	.0045

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Perry	169,984	20,313	26.0	29.9	15.1	5.6	.0060
Pike	139,410	20,429	26.5	27.0	15.6	8.4	.0040
Pulaski	150,026	22,439	26.7	28.6	14.6	12.5	.0047
Putnam	323,441	25,376	22.4	28.1	19.7	12.5	.0099
Randolph	284,704	21,465	26.4	32.3	15.3	6.3	.0092
Ripley	259,732	23,179	23.6	30.2	16.0	11.2	.0082
Rush	175,152	21,041	27.9	30.0	15.2	7.5	.0058
Scott	203,036	22,128	26.9	31.0	15.5	8.4	.0067
Spencer	207,916	24,110	23.1	27.9	17.7	12.1	.0064
Starke	185,588	18,790	27.1	30.6	12.1	4.5	.0066
Steuben	299,952	22,384	25.7	31.4	15.5	9.0	.0101
Sullivan	179,915	16,987	31.4	27.9	10.7	3.7	.0057
Switzerland	63,281	17,939	28.9	28.1	10.6	5.7	.0019
Union	72,247	23,473	25.3	29.3	16.5	12.3	.0022
Vermillion	206,413	22,660	26.0	27.1	17.0	11.1	.0061
Wabash	383,450	23,286	26.0	31.6	16.6	10.1	.0117
Warren	106,764	29,857	17.0	28.3	21.0	19.5	.0026
Washington	216,858	20,457	27.8	30.3	12.8	7.9	.0073
Wayne	760,962	22,062	25.3	30.4	15.0	9.3	.0294
Richmond	404,211	19,706	26.7	28.6	12.9	7.9	.0192
Wells	271,924	23,696	25.9	32.1	17.7	9.1	.0082
White	246,645	21,759	27.2	33.0	14.1	7.2	.0082
TOTAL METRO COUNTIES	**46,618,506**	**26,709**	**20.7**	**28.8**	**19.2**	**15.3**	**1.5304**
TOTAL STATE	**65,622,147**	**25,405**	**22.1**	**29.1**	**18.3**	**13.7**	**2.1436**

Iowa

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CEDAR RAPIDS	**168.4**	**.0686**	**31.4**	**11.6**	**18.8**	**20.0**	**23.3**	**66.2**
Linn	168.4	.0686	31.4	11.6	18.8	20.0	23.3	66.2
• Cedar Rapids	108.1	.0440	31.7	12.1	19.0	18.8	25.0	44.2
SUBURBAN TOTAL	60.3	.0246	30.8	10.8	18.1	22.2	20.2	22.0
DAVENPORT - ROCK ISLAND - MOLINE	**374.0**	**.1522**	**31.8**	**11.0**	**17.7**	**19.4**	**24.9**	**142.4**
Scott	159.0	.0647	30.4	11.3	19.4	19.5	21.6	60.5

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**1,077,031**	**212,865**	**100,674**	**227,045**	**46,518**	**205,461**	**33,462**
Linn	1,077,031	212,865	100,674	227,045	46,518	205,461	33,462
• Cedar Rapids	901,574	152,361	81,552	222,162	40,626	174,985	26,804
SUBURBAN TOTAL	175,457	60,504	19,122	4,883	5,892	30,476	6,658
DAVENPORT - ROCK ISLAND - MOLINE	**2,303,299**	**433,746**	**245,722**	**342,320**	**97,358**	**541,205**	**91,308**
Scott	995,185	187,655	112,507	173,647	54,731	200,578	29,724

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NEWSPAPER SALES

IOWA (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
• Davenport	98.7	.0402	30.5	12.4	19.7	17.5	23.7	39.1	713,954	123,374	79,474	128,949	44,234	163,111	22,126
Henry, Ill.	*55.3*	*.0225*	*33.6*	*9.1*	*15.7*	*20.0*	*27.8*	*20.4*	*219,510*	*44,792*	*21,215*	*10,166*	*11,807*	*60,078*	*9,894*
Rock Island, Ill.	*159.7*	*.0650*	*32.7*	*11.3*	*16.9*	*19.1*	*27.1*	*61.5*	*1,088,604*	*201,299*	*112,000*	*158,507*	*30,820*	*280,549*	*51,690*
• *Moline*	*44.6*	*.0182*	*34.0*	*11.2*	*17.2*	*18.6*	*29.6*	*18.5*	*482,796*	*65,033*	*55,316*	*115,451*	*20,843*	*96,520*	*18,423*
• *Rock Island*	*43.8*	*.0178*	*32.9*	*13.2*	*15.8*	*16.2*	*30.4*	*17.1*	*200,022*	*32,642*	*23,404*	*13,097*	*3,814*	*51,215*	*11,844*
SUBURBAN TOTAL	186.9	.0760	31.8	9.6	17.5	21.4	23.0	67.7	906,527	212,697	87,528	84,823	28,467	230,359	38,915
DES MOINES	**385.4**	**.1568**	**31.9**	**11.2**	**19.0**	**19.9**	**24.2**	**154.9**	**2,702,276**	**589,245**	**272,517**	**426,611**	**149,977**	**580,917**	**65,999**
Dallas	30.1	.0122	33.5	8.5	17.2	20.2	27.2	11.8	118,804	36,512	5,378	12,740	3,238	32,913	1,738
Polk	318.1	.1295	31.9	11.6	19.2	19.6	24.5	129.9	2,487,277	526,418	260,544	409,199	145,307	510,463	62,212
• Des Moines	194.1	.0790	32.3	12.3	19.2	17.4	27.4	82.5	1,669,198	[illegible]	173,088	291,432	95,854	362,213	39,583
Warren	37.2	.0151	30.8	10.0	18.0	22.1	20.4	13.2	96,195	28,315	6,595	4,672	1,432	37,541	2,049
SUBURBAN TOTAL	191.3	.0778	31.5	10.0	19.0	22.4	21.0	72.4	1,033,078	248,472	99,429	135,179	54,123	218,704	26,416
DUBUQUE	**90.8**	**.0369**	**30.2**	**12.3**	**16.4**	**17.8**	**24.3**	**31.3**	**529,552**	**107,518**	**51,068**	**100,488**	**30,331**	**99,756**	**18,866**
Dubuque	90.8	.0369	30.2	12.3	16.4	17.8	24.3	31.3	529,552	107,518	51,068	100,488	30,331	99,756	18,866
• Dubuque	59.5	.0242	31.5	13.1	16.6	16.9	27.2	21.9	467,237	97,105	45,229	98,234	24,585	81,715	17,945
SUBURBAN TOTAL	31.3	.0127	27.7	10.9	16.3	19.2	18.9	9.4	62,315	10,413	5,839	2,254	5,746	18,041	921
IOWA CITY	**85.9**	**.0350**	**27.3**	**24.9**	**23.7**	**15.7**	**16.0**	**33.3**	**459,504**	**98,445**	**56,937**	**66,183**	**26,232**	**78,812**	**12,990**
Johnson	85.9	.0350	27.3	24.9	23.7	15.7	16.0	33.3	459,504	98,445	56,937	66,153	26,232	78,812	12,990
• Iowa City	50.6	.0206	25.7	31.7	24.1	13.4	14.2	19.5	327,044	73,615	39,045	51,825	16,664	49,632	10,135
SUBURBAN TOTAL	35.3	.0144	29.7	15.1	22.7	19.1	18.8	13.8	132,460	24,830	17,892	14,353	9,568	29,180	2,855
SIOUX CITY	**116.4**	**.0474**	**32.2**	**10.7**	**17.0**	**17.4**	**27.8**	**44.6**	**732,491**	**151,236**	**65,828**	**118,352**	**33,703**	**156,050**	**19,449**
Woodbury	98.4	.0401	32.6	10.8	16.6	17.3	28.7	38.1	670,009	139,113	57,089	117,754	28,791	143,416	17,953
• Sioux City	79.0	.0322	32.6	11.3	16.8	16.9	29.0	30.8	628,000	129,285	52,250	114,760	26,206	133,141	17,477
Dakota, Neb.	*18.0*	*.0073*	*30.1*	*10.4*	*18.9*	*18.0*	*22.7*	*6.5*	*52,482*	*12,123*	*8,739*	*598*	*4,912*	*12,634*	*1,496*
SUBURBAN TOTAL	37.4	.0152	31.4	9.6	17.3	18.4	25.4	13.8	104,491	21,951	13,578	3,602	7,497	22,909	1,972
WATERLOO - CEDAR FALLS	**149.7**	**.0609**	**30.4**	**14.5**	**17.6**	**17.8**	**24.1**	**55.5**	**845,835**	**155,763**	**82,996**	**129,491**	**38,704**	**200,374**	**29,021**
Black Hawk	125.6	.0511	30.1	14.8	18.2	17.6	23.5	46.8	758,707	131,409	75,087	122,960	35,803	181,022	26,011
• Cedar Falls	32.6	.0133	27.1	24.5	17.7	17.5	19.0	11.2	239,932	34,863	21,046	26,413	10,377	82,137	7,584
• Waterloo	68.1	.0277	31.5	11.9	18.5	17.1	26.5	27.3	481,954	83,802	49,309	94,809	24,766	92,064	17,795
Bremer	24.1	.0098	32.2	12.8	15.3	19.0	26.7	8.7	87,128	24,354	7,909	6,531	2,901	19,352	3,010
SUBURBAN TOTAL	49.0	.0199	31.1	11.4	16.4	19.5	24.1	17.0	123,949	37,096	12,441	8,269	3,561	26,173	3,642
OTHER COUNTIES															
Adair	9.0	.0037	38.7	8.1	13.0	17.6	37.0	3.6	45,608	13,840	5,391	1,525	671	7,245	1,166
Adams	5.3	.0021	38.8	7.7	13.2	19.1	36.0	2.1	15,994	5,399	763	399	357	2,530	497
Allamakee	14.8	.0061	34.9	8.8	13.5	16.9	33.0	5.4	85,857	23,873	5,161	5,911	1,718	27,634	735
Appanoose	14.5	.0059	36.8	8.8	14.1	16.6	35.6	6.0	71,581	21,014	6,180	7,935	1,846	12,342	1,523
Audubon	7.6	.0031	38.5	7.9	12.7	18.0	36.5	3.0	33,873	7,334	2,194	1,049	2,012	12,046	873
Benton	22.9	.0093	34.4	9.1	14.7	19.1	30.0	8.8	82,966	16,994	6,643	1,608	3,684	27,443	2,760
Boone	25.7	.0105	35.6	9.8	16.5	18.2	32.6	10.0	109,355	25,994	10,270	6,853	7,019	27,118	3,087
Buchanan	22.2	.0090	31.0	10.0	15.7	17.2	26.5	7.9	90,805	24,142	7,253	5,027	1,172	26,057	3,629
Buena Vista	20.2	.0082	34.3	12.9	14.6	16.0	32.9	7.8	156,876	33,884	13,113	15,712	6,452	39,826	3,786
Butler	16.6	.0067	35.2	8.3	15.0	17.4	32.9	6.3	40,598	10,982	2,405	2,453	1,589	11,237	965
Calhoun	12.0	.0049	39.1	8.5	12.8	17.2	37.7	4.7	49,087	13,173	3,146	1,615	3,450	13,667	1,522
Carroll	22.6	.0092	32.8	9.6	14.1	16.7	30.3	8.3	181,002	25,763	13,630	14,939	4,505	50,039	2,017
Cass	16.1	.0066	37.4	8.7	14.2	17.6	35.3	6.6	129,161	28,399	8,506	12,985	2,896	25,694	4,646

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IOWA (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Cedar	18.6	.0075	34.5	8.7	15.8	19.0	30.1	7.3	83,918	19,545	5,496	3,152	2,660	23,341	1,375
Cerro Gordo	48.7	.0199	34.6	10.8	16.4	18.3	31.0	19.9	395,210	91,225	32,873	60,817	14,010	73,706	9,831
Cherokee	14.7	.0060	35.5	8.9	15.1	18.1	32.5	5.9	88,439	21,723	5,174	5,956	2,357	28,520	2,593
Chickasaw	14.6	.0059	33.3	9.7	13.8	18.2	29.4	5.4	53,815	12,745	4,715	3,195	1,834	15,772	1,959
Clarke	8.9	.0036	36.5	8.9	14.3	18.1	33.9	3.4	56,744	17,355	5,572	4,601	382	10,903	1,114
Clay	18.3	.0075	33.1	10.3	16.9	17.9	28.9	7.5	149,814	28,413	11,313	16,803	6,355	40,262	3,312
Clayton	21.0	.0085	35.0	9.2	13.8	17.7	32.4	8.1	81,152	18,247	5,469	834	2,312	24,858	2,378
Clinton	53.9	.0220	33.2	9.8	16.0	18.9	28.2	20.3	329,849	77,449	28,838	36,774	18,345	90,429	10,055
Crawford	18.2	.0074	33.6	9.5	14.7	18.0	29.9	6.8	70,184	18,241	7,574	3,903	1,775	11,266	2,130
Davis	9.1	.0037	35.7	9.1	13.7	18.2	32.8	3.3	33,598	8,732	2,228	481	831	9,226	1,065
Decatur	9.2	.0038	34.9	14.8	13.0	16.2	33.7	3.4	39,903	13,888	3,190	1,448	1,047	6,581	2,136
Delaware	19.2	.0078	31.3	10.2	14.0	17.7	27.0	6.7	82,794	20,880	6,698	5,773	1,792	19,197	3,949
Des Moines	44.9	.0183	34.2	9.2	16.7	18.6	30.0	18.0	300,386	69,864	27,658	58,210	16,726	45,340	8,464
Dickinson	15.2	.0062	36.2	8.1	16.2	18.0	33.5	6.2	86,539	15,341	11,476	4,298	2,426	20,423	2,107
Emmet	11.9	.0049	33.5	10.4	15.4	16.9	30.7	4.8	64,830	15,803	4,590	4,962	1,588	15,059	1,863
Fayette	23.5	.0095	34.8	9.8	13.9	17.6	32.1	9.1	107,067	25,528	6,824	8,681	3,791	31,077	1,970
Floyd	18.3	.0075	35.5	8.3	14.5	19.0	31.6	7.1	88,827	22,152	7,387	11,142	2,111	19,240	2,346
Franklin	12.3	.0050	37.2	8.1	14.8	18.3	34.7	5.1	49,779	13,129	2,977	2,712	2,336	10,898	1,696
Fremont	9.2	.0037	37.9	7.6	14.2	17.4	36.1	3.7	49,034	20,820	3,288	221	1,390	6,158	2,161
Greene	11.0	.0045	37.7	7.9	14.2	16.8	36.4	4.6	65,916	13,617	5,244	2,774	955	24,324	2,006
Grundy	13.5	.0055	36.0	8.1	14.8	19.5	37.0	5.3	51,427	14,504	5,413		1,836	13,362	1,949
Guthrie	11.5	.0047	39.5	7.0	13.5	17.5	38.0	4.6	27,432	7,590	1,686	2,236	1,720	7,699	1,251
Hamilton	16.6	.0068	35.8	9.0	15.0	18.5	32.5	6.7	77,558	23,358	6,418	4,787	2,361	10,500	2,894
Hancock	13.6	.0055	34.1	8.9	15.8	17.5	31.1	5.5	34,035	10,572	3,172	598	2,259	6,613	1,704
Hardin	20.7	.0084	36.3	10.2	13.8	17.8	33.9	8.1	140,848	32,286	6,922	9,041	3,145	47,281	4,219
Harrison	15.6	.0064	36.2	8.9	13.2	18.1	33.5	5.9	92,912	14,136	6,225	1,313	3,633	46,298	4,141
Henry	19.0	.0077	34.1	10.8	16.3	17.8	30.8	7.1	105,705	24,297	6,978	11,018	3,532	31,039	3,692
Howard	10.5	.0043	37.9	8.4	12.6	16.2	37.1	4.0	47,333	15,685	2,837	1,804	1,595	8,674	2,495
Humboldt	11.7	.0048	37.4	8.4	13.7	18.4	34.7	5.0	53,889	16,168	5,117	3,259	1,802	14,355	1,930
Ida	8.7	.0035	37.7	8.2	13.7	17.7	35.5	3.5	50,109	13,226	2,724	3,383	826	12,963	2,172
Iowa	15.1	.0061	36.0	9.1	14.7	18.5	32.7	6.0	81,454	21,644	17,631	1,312	4,764	11,216	1,579
Jackson	22.4	.0092	32.9	9.5	14.2	18.5	28.4	8.2	80,731	23,057	6,182	6,570	3,080	17,301	2,730
Jasper	36.3	.0147	35.0	9.0	15.5	20.0	29.9	14.2	178,693	44,834	13,377	11,909	6,560	41,945	6,721
Jefferson	16.9	.0069	33.4	10.4	20.4	17.6	29.1	6.5	88,015	21,709	7,090	7,746	1,513	24,721	2,914
Jones	20.0	.0081	33.1	10.5	15.6	18.3	28.8	7.1	76,673	18,576	5,353	6,367	1,720	22,470	1,833
Keokuk	12.1	.0050	38.2	8.4	13.5	16.6	37.0	4.8	35,962	4,387	2,298	241	682	13,593	1,066
Kossuth	20.3	.0082	34.2	9.4	14.0	17.6	31.4	7.8	102,717	20,504	8,382	9,709	3,927	32,330	2,225
Lee	42.3	.0172	33.9	9.6	16.6	18.5	29.6	16.3	206,989	53,276	18,568	27,970	12,349	43,576	7,440
Louisa	12.4	.0051	33.0	9.1	15.9	19.3	27.6	4.5	36,928	12,965	3,750	566	902	10,795	1,349
Lucas	9.7	.0039	38.3	8.0	13.3	19.2	35.2	4.1	76,007	20,072	4,396	3,089	2,542	11,886	1,820
Lyon	12.2	.0050	33.8	8.5	14.4	17.2	31.2	4.4	36,951	9,927	2,382	807	3,810	6,990	372
Madison	12.4	.0050	36.5	7.1	14.6	19.1	33.0	4.6	70,080	17,010	7,438	1,991	1,354	18,166	2,235
Mahaska	23.1	.0094	34.4	11.1	15.7	16.8	32.3	9.1	109,716	30,496	10,576	10,832	6,797	20,086	3,155
Marion	30.0	.0122	32.9	12.6	15.4	18.2	28.6	10.9	115,435	26,866	12,574	9,278	5,960	30,091	3,876
Marshall	40.3	.0164	33.9	9.5	16.9	19.1	29.1	16.0	212,298	52,980	18,993	30,058	6,769	47,264	10,067
Mills	13.8	.0057	32.9	9.4	18.3	19.0	27.1	4.7	49,263	12,555	4,012	2,064	846	16,836	2,022
Mitchell	11.4	.0046	37.6	8.9	12.2	17.2	35.9	4.5	52,322	7,581	3,778	1,053	1,839	12,174	1,870
Monona	10.9	.0044	39.6	7.7	13.2	17.2	38.3	4.4	63,797	11,698	4,700	1,856	1,932	25,949	3,727
Monroe	8.6	.0035	37.3	9.1	13.6	17.4	35.5	3.3	27,101	8,911	1,228	853	181	6,985	525
Montgomery	12.9	.0053	37.9	8.5	14.7	16.8	36.5	5.4	87,645	19,338	6,211	14,576	2,368	19,347	4,160
Muscatine	41.2	.0168	31.9	10.2	16.8	19.2	25.6	15.4	215,381	56,840	20,077	19,564	8,968	35,809	9,154
O'Brien	15.9	.0064	36.5	9.7	13.6	17.1	34.7	6.2	98,909	19,090	7,261	5,579	2,375	28,468	3,809
Osceola	8.0	.0033	36.5	8.9	13.1	17.5	34.4	3.1	23,989	6,257	1,859	795	473	4,259	303
Page	18.3	.0075	37.9	8.5	14.3	17.1	36.4	7.4	112,857	11,502	5,765	18,292	4,386	20,184	4,259
Palo Alto	11.3	.0046	35.7	10.3	12.9	17.2	33.6	4.5	58,457	10,315	3,482	1,331	1,892	18,756	1,474

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Two ADIs that are almost twice the size of the Des Moines ADI!
A marketing area equal in strength to Milwaukee!

IOWA (cont.)

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Plymouth	24.2	.0098	32.9	10.8	14.4	17.6	29.3	9.0	127,767	33,557	9,880	10,977	2,283	33,389	2,448
Pocahontas	10.5	.0043	38.3	7.8	13.0	17.6	36.6	4.1	34,381	8,564	3,264	795	793	8,770	326
☐ Pottawattamie	87.5	.0356	32.4	10.3	16.1	19.3	26.6	33.3	654,306	102,234	57,892	69,636	9,985	180,753	27,947
• Council Bluffs	56.8	.0231	32.1	11.4	16.5	17.7	27.5	22.5	555,824	87,849	47,476	66,957	8,967	166,833	25,860
Poweshiek	18.8	.0077	33.3	14.1	14.6	17.6	29.9	7.1	143,447	32,504	13,401	8,161	3,453	35,242	3,159
Ringgold	5.7	.0023	40.7	7.4	13.7	16.9	39.6	2.3	25,454	5,164	2,677	1,203	556	10,795	584
Sac	12.7	.0052	38.2	8.2	13.6	16.7	37.1	5.3	55,016	10,113	4,119	933	526	12,358	1,522
Shelby	14.1	.0057	35.1	8.5	13.7	18.1	32.0	5.4	84,740	21,154	8,469	10,130	822	23,180	2,254
Sioux	31.5	.0129	30.3	13.9	14.1	16.6	26.7	10.7	122,308	24,665	7,702	3,750	4,527	46,219	3,916
Story	73.7	.0300	25.7	29.6	18.4	14.6	18.3	25.4	443,005	104,179	46,681	64,608	19,045	102,305	9,983
Ames	45.0	.0183	23.9	41.2	18.2	12.3	13.3	14.4	340,073	74,297	40,955	60,341	14,341	65,444	7,949
Tama	18.3	.0074	36.3	8.1	14.0	18.5	33.3	6.9	72,133	21,518	6,403	5,120	2,942	13,646	811
Taylor	7.7	.0031	40.3	7.8	13.0	16.2	39.8	3.1	28,985	10,807	3,099	756	704	3,107	384
Union	13.3	.0055	35.9	9.2	14.8	17.3	33.8	5.4	82,223	23,533	5,953	6,621	1,312	19,669	1,565
Van Buren	8.1	.0033	37.1	8.1	13.7	17.6	35.1	3.1	19,717	5,528	1,990	605	701	2,030	316
Wapello	38.3	.0156	36.2	9.5	2	18.1	33.4	15.6	208,786	58,959	14,403	28,516	7,226	40,246	6,073
Washington	20.2	.0082	34.7	8.2	15.6	17.9	31.7	7.7	92,090	21,170	8,063	9,498	3,518	21,004	2,390
Wayne	7.5	.0031	42.4	7.4	12.5	16.0	42.3	3.2	32,349	9,119	3,000	748	682	6,349	1,091
Webster	43.1	.0175	34.2	10.7	15.4	18.0	30.7	16.9	271,220	47,115	26,557	52,407	11,685	62,178	5,203
Winnebago	12.9	.0053	35.9	10.4	14.5	16.9	34.1	5.2	69,658	14,342	5,910	4,837	1,082	24,586	2,535
Winneshiek	21.5	.0087	31.2	16.9	13.0	16.4	28.6	7.6	122,571	26,782	13,629	10,579	7,479	20,778	3,044
Worth	8.7	.0035	37.6	8.1	14.8	18.2	35.1	3.4	27,564	8,244	2,353	62	873	5,517	926
Wright	15.4	.0063	37.9	8.5	13.9	17.6	36.0	6.2	79,381	25,757	4,940	2,421	3,111	20,844	1,924
TOTAL METRO COUNTIES	**1,225.1**	**.4986**	**31.0**	**12.6**	**18.6**	**18.9**	**23.7**	**473.1**	**7,933,698**	**1,592,838**	**791,680**	**1,310,855**	**385,269**	**1,690,067**	**235,962**
TOTAL STATE	**2,860.7**	**1.1647**	**32.7**	**11.5**	**16.5**	**18.3**	**27.9**	**1,102.9**	**16,424,672**	**3,615,312**	**1,502,467**	**2,080,177**	**691,681**	**3,751,718**	**485,264**

IOWA

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
CEDAR RAPIDS	**2,440,205**	**29,417**	**18.8**	**29.2**	**22.5**	**16.3**	**.0727**
Linn	2,440,205	29,417	18.8	29.2	22.5	16.3	.0727
• Cedar Rapids	1,604,548	28,522	19.3	29.1	21.3	16.0	.0514
SUBURBAN TOTAL	835,657	30,971	17.5	30.1	24.9	16.7	.0213
DAVENPORT - ROCK ISLAND - MOLINE	**5,226,085**	**29,188**	**18.4**	**27.8**	**21.5**	**17.6**	**.1569**
Scott	2,214,592	29,119	19.0	28.6	21.8	16.6	.0669
• Davenport	1,331,785	26,480	21.3	28.9	19.6	13.8	.0427
Henry, Ill.	*743,128*	*29,162*	*18.7*	*27.3*	*20.3*	*18.7*	*.0204*
Rock Island, Ill.	*2,268,365*	*29,286*	*17.7*	*27.4*	*21.6*	*18.2*	*.0696*
• *Moline*	*707,255*	*29,647*	*17.8*	*27.5*	*21.1*	*19.8*	*.0241*
• *Rock Island*	*590,873*	*25,738*	*21.0*	*26.1*	*19.1*	*15.5*	*.0167*
SUBURBAN TOTAL	2,596,172	31,456	16.3	27.8	23.3	19.7	.0734
DES MOINES	**5,540,647**	**27,490**	**21.0**	**28.7**	**19.7**	**15.9**	**.1703**
Dallas	342,437	22,826	25.2	31.9	16.4	8.2	.0101
Polk	4,745,347	27,929	20.7	28.3	19.7	16.9	.1483
• Des Moines	2,756,655	24,721	23.1	28.6	17.5	13.4	.0912
Warren	452,863	28,419	20.2	30.7	22.9	12.8	.0119
SUBURBAN TOTAL	2,783,992	30,405	18.6	28.9	22.2	18.7	.0791

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A	B	C	D	Buying Power Index
DUBUQUE	**1,029,519**	**25,562**	**21.4**	**30.4**	**19.4**	**11.0**	**.0338**
Dubuque	1,029,519	25,562	21.4	30.4	19.4	11.0	.0338
• Dubuque	710,655	24,754	22.1	29.4	18.8	10.7	.0250
SUBURBAN TOTAL	318,864	27,090	19.7	32.6	20.8	11.9	.0088
IOWA CITY	**1,168,885**	**23,963**	**23.4**	**26.0**	**15.7**	**16.3**	**.0341**
Johnson	1,168,885	23,963	23.4	26.0	15.7	16.3	.0341
• Iowa City	659,529	21,420	24.9	23.4	13.7	15.7	.0208
SUBURBAN TOTAL	509,356	27,147	21.5	29.7	18.5	17.1	.0133
SIOUX CITY	**1,301,859**	**21,872**	**24.3**	**30.0**	**15.0**	**9.2**	**.0441**
Woodbury	1,115,034	21,609	24.5	29.0	15.1	9.3	.0385
• Sioux City	911,434	21,669	24.4	28.7	15.3	9.5	.0329
Dakota, Neb.	*186,825*	*23,028*	*23.2*	*35.3*	*14.8*	*8.3*	*.0056*
SUBURBAN TOTAL	390,425	22,241	24.1	32.8	14.5	8.4	.0112
WATERLOO - CEDAR FALLS	**2,058,081**	**28,853**	**19.0**	**28.5**	**20.8**	**17.0**	**.0606**
Black Hawk	1,744,750	29,034	18.9	28.3	20.9	17.3	.0521
• Cedar Falls	450,643	29,504	19.2	28.5	19.7	19.9	.0144
• Waterloo	970,679	27,577	20.0	27.5	20.5	15.7	.0301
Bremer	313,331	27,834	20.2	28.6	20.3	15.7	.0085
SUBURBAN TOTAL	636,759	30,114	17.4	29.8	22.1	17.2	.0161

Myth #3

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Source: Scarborough's 1987 Newspaper Audience Ratings Study

IOWA (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	84,292	16,347	32.1	23.8	9.0	6.6	.0029
Adams	47,749	17,134	30.9	28.9	9.2	3.6	.0014
Allamakee	115,176	15,731	31.5	25.7	9.1	3.1	.0047
Appanoose	131,852	15,353	30.2	24.6	9.8	3.7	.0046
Audubon	65,692	15,607	37.6	24.1	5.3	5.9	.0024
Benton	243,208	21,605	24.4	31.3	14.7	7.5	.0072
Boone	317,191	23,795	24.3	28.4	18.0	11.5	.0093
Buchanan	222,162	21,078	26.2	29.6	14.4	8.0	.0071
Buena Vista	216,973	19,724	28.5	28.9	12.0	8.4	.0081
Butler	159,272	19,367	27.3	31.5	10.9	6.0	.0045
Calhoun	125,525	18,921	28.5	26.9	11.9	8.2	.0040
Carroll	228,893	19,972	29.7	30.2	12.1	7.6	.0089
Cass	182,054	19,726	27.9	27.9	13.3	7.9	.0066
Cedar	195,807	20,973	25.8	31.2	13.3	7.5	.0063
Cerro Gordo	604,532	22,837	24.7	30.2	15.7	10.1	.0210
Cherokee	165,853	,538	28.7	27.3	11.8	9.8	.0055
Chickasaw	140,460	20,000	26.6	31.0	11.9	7.1	.0045
Clarke	79,143	16,819	29.9	27.1	7.7	6.8	.0030
Clay	208,241	19,860	29.1	27.6	12.8	9.3	.0077
Clayton	195,993	17,237	29.8	26.5	9.8	6.2	.0063
Clinton	658,830	26,063	21.1	31.3	20.3	11.4	.0211
Crawford	167,604	18,339	28.0	29.4	11.2	5.4	.0054
Davis	81,454	17,397	25.1	26.9	10.0	7.4	.0027
Decatur	81,282	16,193	28.2	25.7	10.3	5.0	.0028
Delaware	188,921	21,595	24.7	30.5	14.6	8.5	.0062
Des Moines	578,885	24,697	22.7	29.1	18.5	11.8	.0185
Dickinson	194,458	22,903	26.2	31.2	14.5	11.4	.0059
Emmet	119,330	18,846	27.9	31.1	10.5	5.8	.0041
Fayette	241,685	19,385	27.8	28.1	13.0	7.3	.0077
Floyd	187,693	19,97	9	29.7	14.1	6.1	.0062
Franklin	145,287	21,46		31.1	13.7	8.7	.0042
Fremont	101,346	19,7		27.4	13.1	8.8	.0033
Greene	131,290	20,355	2	27.9	14.3	8.6	.0042
Grundy	170,520	24,678	23	31.8	16.6	12.0	.0047
Guthrie	110,139	17,311	2	26.3	10.7	5.8	.0033
Hamilton	190,979	21,365	27.2	31.2	12.7	9.5	.0058
Hancock	159,430	21,712	27.3	32.8	12.5	8.7	.0042
Hardin	234,239	21,356	25.6	31.0	13.0	9.3	.0082
Harrison	139,429	17,287	28.5	26.3	10.8	5.4	.0053
Henry	218,815	22,431	25.6	31.4	14.7	9.9	.0069
Howard	99,055	17,148	28.8	26.0	10.9	5.7	.0034
Humboldt	136,793	19,926	29.5	30.3	11.0	8.6	.0041
Ida	91,251	17,857	30.5	26.5	10.8	6.8	.0031
Iowa	178,692	23,572	23.9	33.7	14.7	9.7	.0056
Jackson	221,161	20,846	24.3	32.8	11.9	7.1	.0068
Jasper	412,226	22,668	24.7	32.7	16.3	7.9	.0129
Jefferson	207,016	22,007	24.4	29.5	13.2	12.1	.0063
Jones	202,771	22,054	24.3	29.8	17.4	7.1	.0063
Keokuk	121,994	18,324	29.2	26.9	11.0	7.2	.0036
Kossuth	200,092	18,671	29.4	28.6	11.2	6.8	.0068
Lee	513,136	23,581	23.6	29.0	17.2	11.6	.0154
Louisa	137,824	23,722	23.0	32.0	16.4	10.2	.0040
Lucas	98,099	16,970	28.2	25.2	12.4	5.1	.0037
Lyon	97,960	16,025	31.2	26.5	5.0	6.5	.0033
Madison	115,410	19,257	25.0	29.9	12.0	6.3	.0042
Mahaska	231,650	18,662	28.6	29.4	10.8	6.2	.0076
Marion	342,463	24,015	23.4	31.8	16.6	10.9	.0100
Marshall	556,034	26,670	21.8	29.6	19.9	13.7	.0161
Mills	142,560	22,509	26.1	32.4	15.6	8.5	.0044
Mitchell	120,830	17,821	30.0	24.3	11.1	9.0	.0038
Monona	95,053	15,733	32.2	24.3	7.9	4.3	.0036
Monroe	104,938	23,111	25.0	28.2	15.6	12.9	.0028
Montgomery	149,788	20,702	27.2	29.4	15.0	7.1	.0051
Muscatine	564,736	28,197	19.0	27.3	18.8	18.7	.0164
O'Brien	158,991	18,106	29.9	27.6	9.9	7.2	.0057
Osceola	76,248	17,782	31.1	26.5	10.5	6.9	.0023
Page	213,385	20,522	27.1	29.1	12.8	9.5	.0070
Palo Alto	115,884	18,402	30.5	27.0	11.5	7.0	.0038
Plymouth	242,724	19,063	29.5	29.4	9.7	8.4	.0083
Pocahontas	116,839	19,641	29.2	27.6	11.7	9.7	.0034
☐ Pottawattamie	1,100,207	25,592	22.1	28.8	18.8	13.6	.0370
• Council Bluffs	711,248	24,149	23.7	28.4	18.0	12.1	.0265
Poweshiek	218,168	22,832	24.2	30.9	16.3	9.5	.0076
Ringgold	44,219	12,519	29.1	19.7	6.4	4.1	.0017
Sac	117,442	16,070	35.7	26.6	6.2	5.4	.0039
Shelby	149,926	20,014	29.7	30.4	11.3	8.4	.0051
Sioux	295,373	20,405	28.9	32.9	10.8	7.5	.0096
Story	955,347	26,142	22.4	26.6	18.7	16.3	.0295
Ames	558,029	24,470	24.1	25.0	16.7	16.7	.0190
Tama	187,918	20,729	26.2	30.1	14.8	6.7	.0059
Taylor	67,576	15,267	32.0	22.2	8.5	5.2	.0021
Union	154,587	20,735	25.3	27.5	14.3	10.0	.0051
Van Buren	70,772	16,425	28.2	26.3	8.9	5.9	.0021
Wapello	417,124	19,356	27.3	28.4	13.5	6.7	.0138
Washington	215,664	19,696	28.7	27.4	13.1	8.8	.0068
Wayne	57,820	12,811	33.5	19.3	5.4	2.9	.0021
Webster	457,171	19,949	26.9	29.1	13.5	7.3	.0159
Winnebago	171,497	24,000	25.2	31.1	16.7	12.3	.0052
Winneshiek	218,370	19,194	29.3	26.4	12.2	9.4	.0074
Worth	96,507	20,805	29.6	30.6	13.1	8.4	.0028
Wright	220,145	25,492	21.3	28.4	16.9	16.7	.0062
TOTAL METRO COUNTIES	**16,667,170**	**27,095**	**20.8**	**28.7**	**19.7**	**15.2**	**.5139**
TOTAL STATE	**34,680,083**	**23,277**	**24.0**	**28.8**	**16.4**	**11.7**	**1.0932**

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S&MM ESTIMATES	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
KANSAS CITY	**1,542.7**	**.6282**	**32.6**	**10.9**	**18.4**	**20.7**	**24.8**	**585.0**	**11,016,106**	**1,993,117**	**1,056,645**	**1,609,405**	**443,856**	**2,692,680**	**314,016**
Johnson	329.2	.1341	32.3	8.9	20.4	23.1	21.4	124.7	2,568,716	423,252	216,982	382,051	152,458	622,256	56,543
• Olathe	53.8	.0219	28.0	11.6	25.4	19.4	12.8	18.6	355,463	79,199	26,115	37,065	12,573	113,623	6,466
Overland Park	97.7	.0398	33.2	8.6	19.5	24.7	21.7	37.4	1,115,287	121,618	84,495	258,869	68,539	283,061	23,074
Leavenworth	60.7	.0247	32.4	10.2	18.5	22.3	22.9	19.0	221,372	53,476	17,310	26,454	9,893	66,674	5,940
• Leavenworth	36.6	.0149	32.2	11.2	18.8	21.4	23.4	11.5	187,083	44,168	14,971	24,930	8,031	55,709	4,836
Miami	23.1	.0094	35.2	8.6	14.8	20.1	30.3	8.4	88,267	26,978	5,518	12,436	3,202	19,755	3,372
Wyandotte	174.4	.0710	31.7	11.4	16.8	17.7	26.8	65.2	836,690	215,236	69,895	104,499	23,336	178,222	39,783
• Kansas City	162.3	.0661	31.7	11.5	16.9	17.5	26.9	61.2	786,420	202,810	68,030	104,107	22,869	153,050	38,736
Cass, Mo.	*58.5*	*.0239*	*32.2*	*9.0*	*16.6*	*23.4*	*22.0*	*20.2*	*245,349*	*65,161*	*17,533*	*42,734*	*4,853*	*59,962*	*6,946*
Clay, Mo.	*148.1*	*.0603*	*31.9*	*17.2*	*19.2*	*22.2*	*21.9*	*55.7*	*1,348,863*	*243,718*	*103,002*	*271,628*	*43,494*	*335,370*	*37,777*
Jackson, Mo.	*641.1*	*.2610*	*33.0*	*11.0*	*18.1*	*19.3*	*27.0*	*253.0*	*5,360,094*	*876,275*	*582,347*	*739,139*	*198,402*	*1,352,068*	*151,879*
Independence	*115.9*	*.0472*	*33.3*	*10.6*	*17.6*	*20.6*	*26.4*	*44.9*	*937,660*	*165,176*	*89,854*	*140,127*	*34,112*	*287,837*	*25,207*
• Kansas City	*446.1*	*.1816*	*32.9*	*11.3*	*18.5*	*18.5*	*27.6*	*178.4*	*3,851,674*	*582,882*	*445,250*	*652,539*	*146,780*	*848,693*	*104,076*
Lafayette, Mo.	*31.6*	*.0128*	*36.6*	*8.7*	*14.3*	*19.8*	*32.5*	*11.7*	*113,517*	*30,479*	*10,966*	*11,333*	*3,017*	*30,761*	*3,120*
Platte, Mo.	*52.6*	*.0214*	*31.4*	*9.6*	*20.0*	*24.0*	*18.7*	*18.9*	*166,279*	*45,747*	*28,527*	*10,248*	*3,377*	*19,742*	*6,515*
Ray, Mo.	*23.4*	*.0096*	*34.9*	*8.3*	*14.8*	*22.2*	*27.7*	*8.2*	*66,959*	*12,795*	*4,565*	*8,883*	*1,824*	*7,870*	*2,141*
SUBURBAN TOTAL	843.9	.3437	33.0	9.4	18.2	22.6	23.7	315.3	5,835,466	1,084,050	502,279	790,764	253,603	1,521,605	159,902
LAWRENCE	**73.2**	**.0298**	**26.2**	**28.3**	**20.3**	**15.2**	**17.0**	**26.1**	**374,998**	**81,529**	**49,909**	**29,409**	**17,073**	**82,672**	**8,952**
Douglas	73.2	.0298	26.2	28.3	20.3	15.2	17.0	26.1	374,998	81,529	49,909	29,409	17,073	82,672	8,952
• Lawrence	57.2	.0233	24.9	32.7	21.3	13.5	14.9	20.7	363,136	77,059	48,969	29,409	16,758	82,042	8,760
SUBURBAN TOTAL	16.0	.0065	32.5	12.9	16.5	21.2	24.6	5.4	11,862	4,470	940		315	630	192
TOPEKA	**162.2**	**.0660**	**32.8**	**10.8**	**18.2**	**19.3**	**26.8**	**63.9**	**1,074,348**	**231,039**	**113,705**	**159,521**	**40,498**	**227,597**	**42,813**
Shawnee	162.2	.0660	32.8	10.8	18.2	19.3	26.8	63.9	1,074,348	231,039	113,705	159,521	40,498	227,597	42,813
• Topeka	122.0	.0497	33.3	11.8	18.4	17.2	29.7	50.6	1,004,946	205,068	106,950	148,305	39,135	225,336	42,216
SUBURBAN TOTAL	40.2	.0163	31.4	7.8	18.0	25.7	17.8	13.3	69,402	25,971	6,755	11,216	1,363	2,261	597
WICHITA	**442.6**	**.1802**	**31.5**	**11.9**	**18.8**	**19.1**	**24.4**	**170.7**	**2,796,571**	**522,364**	**274,831**	**425,578**	**134,781**	**677,900**	**70,384**
Butler	48.4	.0197	33.6	9.4	16.2	20.2	27.5	17.6	187,582	48,832	15,331	21,154	8,346	49,640	6,571
Sedgwick	394.2	.1605	31.3	12.2	19.2	19.0	23.9	153.1	2,608,989	473,532	259,500	404,424	126,435	628,260	63,813
• Wichita	292.7	.1192	31.5	12.9	19.8	17.6	25.5	119.9	2,385,830	411,896	242,379	391,537	120,992	582,121	59,443
SUBURBAN TOTAL	149.9	.0610	31.6	9.9	17.0	22.1	22.1	50.8	410,741	110,468	32,452	34,041	13,789	95,779	10,941
OTHER COUNTIES															
Allen	15.7	.0064	36.3	9.4	14.0	17.1	34.5	6.2	66,228	17,122	7,690	7,728	1,614	8,362	1,226
Anderson	8.6	.0035	38.6	8.3	12.5	17.0	37.4	3.2	22,567	7,858	2,204	733	172	4,206	544
Atchison	18.2	.0074	33.5	12.7	13.4	17.4	30.6	6.5	64,630	17,497	4,728	12,924	2,171	7,264	2,592
Barber	6.7	.0027	39.7	8.0	13.9	17.7	37.9	2.8	38,274	7,475	1,976	1,369	717	12,583	1,656
Barton	32.7	.0133	33.8	10.8	15.9	18.3	29.7	12.6	230,715	52,035	13,793	29,032	13,716	65,032	6,730
Bourbon	15.8	.0065	38.2	9.3	14.2	16.2	37.5	6.6	80,852	17,507	8,711	9,335	2,301	20,628	3,358
Brown	11.8	.0048	38.8	8.2	13.3	15.4	38.8	4.7	44,200	10,270	1,771	9,532	721	10,363	922
Chase	3.1	.0012	41.6	7.2	13.3	16.5	41.2	1.3	7,588	2,364	1,293	104	52	423	391
Chautauqua	4.9	.0020	44.0	6.9	11.0	17.5	44.2	2.2	13,495	4,771	927	208	118	3,280	429
Cherokee	22.8	.0093	36.8	8.2	14.0	18.6	34.0	9.0	73,938	22,262	4,769	7,549	2,706	17,818	2,629
Cheyenne	3.5	.0014	43.0	6.7	12.9	16.8	41.8	1.5	21,246	5,349	1,209	154	370	7,197	324
Clark	2.5	.0011	43.7	5.3	12.0	18.6	42.5	1.0	12,700	4,272	842		1,456	1,819	492
Clay	9.5	.0038	39.5	7.6	13.8	16.8	38.4	3.8	48,281	15,705	2,575	4,248	2,634	9,491	1,046
Cloud	11.6	.0048	39.2	10.4	12.8	15.7	39.1	4.5	52,782	12,543	3,738	6,698	3,162	10,709	2,335
Coffey	9.6	.0039	35.9	8.6	15.1	17.1	34.0	3.6	33,187	6,949	2,764	2,075	1,225	7,478	1,392
Comanche	2.6	.0010	42.4	6.7	12.2	18.4	40.9	1.0	8,674	1,577	1,323		547	2,242	307
Cowley	38.0	.0155	35.4	10.0	15.3	18.4	32.1	14.5	182,224	44,824	16,655	26,391	7,797	36,797	8,690
Crawford	37.6	.0153	36.5	13.0	14.0	16.1	35.7	15.5	164,442	46,300	18,629	25,581	6,285	31,139	5,156

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Wichita is Kansas's center for shopping, business, finance and industry. It is consistently one of the nation's top markets where it counts - **purchasing power.** Among the nation's 317 MSAs, the three-county Wichita MSA ranks an impressive **42nd** in median household income **($28,845)** and **24th** in per capita income ($14,703). This tremendous buying power extends to the 67-county ADI where the effective buying income is **$14.2 billion!**

Cost-effectively tap this statewide market with The Wichita Eagle-Beacon. With five daily insertions reach **415,300 (52%)** ADI adults and **276,900 (83%)** in the MSA. With four Sunday insertions readership soars to **490,900 (61%)** ADI adults and **305,200 (91%)** in the MSA. The Eagle-Beacon is the dominant medium for reaching the fertile Kansas market.

Sources: 1987 S&MM Data Service and Simmons 1987 National Study of Local Newspaper Ratings

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The Wichita Eagle-Beacon

KANS. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
Decatur	4.2	.0017	41.9	8.1	11.8	17.0	40.4	1.7	25,159	5,808	1,225	812	906	9,162	728
Dickinson	20.0	.0082	38.5	7.9	13.0	19.0	35.7	8.0	84,508	19,849	7,339	6,235	1,527	18,281	3,302
Doniphan	9.5	.0038	34.4	10.3	14.8	16.3	32.8	3.4	26,264	7,684	1,728	419	267	903	563
Edwards	4.1	.0017	40.3	7.8	13.3	17.5	39.0	1.7	11,781	5,301	614	83	158	2,058	205
Elk	3.7	.0015	46.1	6.1	10.5	17.1	46.0	1.6	9,129	2,377	974		146	1,274	221
Ellis	27.7	.0113	28.7	18.7	17.8	15.9	22.9	10.4	269,554	60,670	24,018	24,491	13,328	70,820	8,732
Ellsworth	6.8	.0027	41.1	7.1	13.1	16.3	40.5	2.9	26,060	7,694	1,803	685	368	5,879	1,309
Finney	30.1	.0123	28.6	11.8	19.3	17.8	19.9	10.5	240,675	58,086	14,063	26,717	10,497	71,560	947
Ford	26.8	.0109	31.7	12.2	16.4	18.2	26.4	9.9	237,662	43,993	19,001	38,231	12,653	66,481	7,951
Franklin	22.2	.0091	35.3	10.9	14.0	19.0	31.5	8.4	82,019	22,920	9,025	13,043	2,244	14,142	2,391
Geary	31.0	.0126	26.3	20.1	17.9	17.3	17.2	10.8	206,653	44,455	30,513	32,338	14,360	46,419	2,554
Gove	3.6	.0014	34.6	8.6	14.3	17.7	31.6	1.4	12,971	2,448	568		507	7,064	441
Graham	3.8	.0016	38.3	8.2	12.2	19.7	34.8	1.5	22,159	5,138	937	363		10,197	349
Grant	7.4	.0030	29.8	10.1	18.2	21.1	19.4	2.7	41,750	10,268	2,662	3,120	907	15,309	1,230
Gray	5.5	.0022	32.0	9.8	17.1	19.0	25.9	1.9	11,376	3,141	584		160	2,783	674
Greeley	1.8	.0008	34.3	9.9	14.2	18.7	30.3	.7	6,343	2,040	234			2,041	347
Greenwood	8.1	.0033	43.1	6.5	12.0	16.9	42.6	3.3	34,773	10,541	3,310	511	667	7,957	1,857
Hamilton	2.4	.0009	39.3	7.0	13.2	19.1	36.6	1.1	8,131	113	879	614	245	1,47[illegible]	139
Harper	7.4	.0031	42.3	6.6	12.7	17.9	41.2	3.1	45,362	10,045	2,987	3,406	1,541	17,240	1,220
Harvey	31.7	.0129	34.1	11.4	16.1	18.3	30.2	11.5	137,553	35,016	11,766	11,346	3,381	22,545	2,480
Haskell	3.9	.0016	30.7	9.2	17.8	20.4	21.9	1.4	8,943	4,740	417			625	470
Hodgeman	2.2	.0008	38.5	8.5	13.2	18.6	35.9	.9	3,306	228	251		137	1,716	
Jackson	12.0	.0049	35.1	7.4	15.0	19.7	30.5	4.4	28,575	7,563	2,545	5,501	498	4,943	418
Jefferson	16.7	.0068	35.1	7.3	15.9	20.7	29.4	5.7	27,338	10,108	3,414	328	1,056	3,037	906
Jewell	4.7	.0019	42.5	7.2	12.4	16.8	41.4	1.9	10,102	4,180	1,509	485	561	280	277
Kearny	3.8	.0015	30.8	9.8	16.0	18.6	24.7	1.2	7,307	4,341	45		461	981	286
Kingman	8.9	.0036	37.5	8.7	13.8	17.9	35.2	3.4	28,681	7,221	2,302	538	816	7,501	1,180
Kiowa	3.8	.0016	37.9	8.9	14.4	17.1	36.3	1.5	18,257	5,898	1,355	597	530	4,034	658
Labette	25.3	.0103	35.1	8.9	15.1	17.2	32.9	9.7	130,404	27,986	8,280	17,542	4,109	38,850	4,253
Lane	2.5	.0010	37.5	7.2	14.0	19.9	33.7	1.0	4,517	1,933	414		163	1,234	78
Lincoln	3.8	.0016	45.6	6.2	12.5	15.3	45.3	1.6	10,268	2,199	353	192	405	3,107	385
Linn	8.6	.0035	39.9	6.4	13.7	17.7	38.5	3.4	24,806	8,154	1,803	166	328	6,842	1,039
Logan	3.3	.0013	36.9	8.6	13.9	17.6	34.8	1.4	44,507	8,344	3,761	986	717	19,401	296
Lyon	35.9	.0146	29.3	18.2	19.4	15.3	23.6	13.6	255,616	59,885	25,368	32,858	9,719	53,595	7,958
McPherson	27.7	.0113	34.4	12.4	15.5	17.5	31.6	10.5	126,900	31,035	16,166	9,446	3,871	44,203	1,600
Marion	13.3	.0054	41.5	9.5	12.4	16.2	41.1	5.1	50,273	9,747	2,722	2,776	2,956	17,844	1,408
Marshall	13.0	.0053	41.3	8.4	12.2	17.0	40.3	5.3	68,292	18,223	3,908	7,734	5,294	18,300	2,043
Meade	4.6	.0019	36.9	9.3	13.6	18.3	34.1	1.8	21,822	4,868	2,724	167	216	8,900	100
Mitchell	8.1	.0033	36.8	9.2	14.4	15.4	36.4	3.3	56,352	12,400	3,972	4,036	1,301	16,948	834
Montgomery	42.4	.0172	36.3	9.1	14.6	17.9	33.8	16.5	230,968	43,965	16,815	29,917	10,521	52,717	5,351
Morris	6.3	.0026	41.5	7.4	11.9	17.9	40.4	2.6	23,872	5,060	1,556	373	727	7,433	281
Morton	3.4	.0014	31.8	9.9	16.5	20.7	24.1	1.2	17,769	5,116	837	678	275	6,208	115
Nemaha	11.0	.0045	37.4	8.6	12.4	16.2	36.5	4.2	58,547	15,840	4,666	1,465	2,004	20,032	2,010
Neosho	18.6	.0075	36.3	9.0	14.4	17.8	33.8	7.0	94,651	15,159	5,612	8,931	7,594	30,931	2,253
Ness	4.3	.0018	39.8	8.8	12.9	17.1	38.6	1.7	21,805	5,068	485	365	196	8,449	246
Norton	6.3	.0026	40.3	7.0	14.2	18.4	38.7	2.7	40,999	9,425	2,062	2,595	1,954	13,054	1,001
Osage	16.1	.0065	35.7	8.4	14.9	19.3	31.7	5.9	50,343	12,292	3,533	679	2,390	15,055	1,238
Osborne	5.7	.0023	43.4	7.3	11.5	15.7	43.2	2.3	31,071	9,874	1,586	782	2,533	3,086	840
Ottawa	5.9	.0024	40.0	7.2	12.6	19.0	38.0	2.3	24,358	5,236	903	306	189	11,984	938
Pawnee	7.5	.0031	37.6	8.0	15.8	19.1	34.4	3.0	38,165	10,663	2,730	3,378	1,001	12,157	1,772
Phillips	6.9	.0028	39.8	6.6	13.7	18.2	37.9	2.8	36,707	9,273	1,673	2,782	4,205	8,387	671
Pottawatomie	15.9	.0065	32.9	10.1	17.4	17.8	28.6	5.9	46,060	10,487	3,824	2,974	1,466	12,669	1,099
Pratt	10.6	.0043	36.9	10.6	14.7	17.8	34.5	4.3	92,949	14,950	9,378	9,384	2,693	32,070	2,463

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KANS. (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
Rawlins	3.9	.0016	38.5	7.5	13.7	18.0	36.3	1.5	10,946	4,056	316	370	280	3,365	163
Reno	67.5	.0275	33.4	11.4	16.9	18.4	28.9	26.0	379,400	84,613	36,305	37,194	26,098	102,561	12,807
Hutchinson	42.6	.0173	32.8	13.2	17.5	16.8	29.4	16.9	335,720	78,781	31,109	35,008	22,356	87,506	12,650
Republic	6.9	.0028	44.4	7.2	11.8	16.6	44.0	2.8	32,980	8,459	1,657	692	1,886	8,973	2,126
Rice	11.6	.0047	38.5	10.1	12.7	18.2	36.1	4.6	41,211	12,681	3,296	777	1,072	11,111	2,062
Riley	64.0	.0261	24.1	33.2	20.6	12.2	12.9	20.5	309,337	67,043	33,779	44,605	14,539	64,800	6,642
Rooks	6.6	.0026	38.1	8.3	12.9	16.2	37.3	2.5	36,971	10,142	1,800	841	1,171	4,642	1,126
Rush	4.3	.0018	44.0	6.8	12.0	16.9	43.0	1.7	10,627	3,714	1,124	491	165	509	210
Russell	8.6	.0035	40.0	7.9	13.9	17.7	38.4	3.4	52,103	12,155	3,828	1,961	1,575	13,203	2,017
Saline	50.8	.0207	32.4	12.1	17.5	19.0	26.4	19.9	404,118	74,742	32,076	47,932	22,973	111,356	8,364
Salina	43.0	.0175	32.0	12.7	17.8	18.5	26.2	17.1	389,854	73,567	29,472	47,314	21,151	109,810	8,253
Scott	5.9	.0024	32.6	8.3	17.2	18.6	27.3	2.2	42,070	12,351	2,757	1,747	1,982	11,447	146
Seward	18.5	.0075	29.6	12.6	18.1	18.7	21.6	6.9	190,931	33,127	13,991	21,918	10,921	55,261	2,169
Sheridan	3.3	.0014	35.2	8.1	13.2	18.2	32.0	1.3	12,398	3,849	932	916	268	2,440	275
Sherman	7.3	.0029	33.8	9.9	15.5	19.4	28.7	2.9	67,321	6,860	5,613	9,178	3,170	25,080	2,225
Smith	5.5	.0023	44.3	6.9	11.3	17.3	43.6	2.3	27,449	6,648	1,258	2,378	1,230	6,188	588
Stafford	5.7	.0023	43.2	6.8	11.9	17.0	42.9	2.4	25,427	7,080	1,158	325	359	7,033	391
Stanton	2.3	.0009	32.0	9.5	15.4	22.4	22.9	.8	6,262	3,106	59			936	110
Stevens	5.2	.0022	32.4	9.4	16.0	18.7	27.2	1.7	18,031	6,248	1,673	278	685	2,000	877
Sumner	26.2	.0106	36.5	8.5	14.3	18.5	33.5	9.9	96,989	40,601	5,497	9,035	3,181	12,165	6,814
Thomas	8.9	.0037	31.0	13.9	15.9	17.5	26.1	3.1	65,343	15,202	7,682	4,131	2,555	20,759	973
Trego	4.6	.0018	38.4	8.1	13.6	16.0	37.6	1.7	22,194	6,497	1,232	487	378	5,619	584
Wabaunsee	7.0	.0029	37.9	7.3	13.6	19.0	34.9	2.5	16,536	3,036	2,515	357	300	273	152
Wallace	1.9	.0007	34.0	8.3	16.3	17.6	30.7	.7	6,568	1,371	80	131		2,981	95
Washington	7.5	.0031	42.7	6.8	11.3	15.9	42.4	3.0	26,225	6,936	2,016	248	1,818	2,555	1,487
Wichita	2.8	.0011	31.5	9.1	15.9	19.2	25.3	1.0	12,704	5,161	519	68		4,765	161
Wilson	12.4	.0051	38.5	7.6	13.7	16.7	37.5	4.8	30,501	7,450	1,616	1,088	674	7,262	2,090
Woodson	4.4	.0018	43.0	7.8	12.6	16.1	42.8	1.8	11,034	3,545	1,277	146	291	2,318	
TOTAL METRO COUNTIES	**1,265.4**	**.5152**	**31.7**	**11.7**	**18.9**	**19.9**	**23.9**	**478.0**	**7,960,962**	**1,553,874**	**748,150**	**1,139,948**	**381,241**	**1,875,076**	**227,787**
TOTAL STATE	**2,495.0**	**1.0158**	**32.7**	**11.7**	**17.2**	**18.7**	**27.3**	**946.4**	**14,357,083**	**3,056,275**	**1,277,002**	**1,781,278**	**661,324**	**3,501,901**	**404,767**

KANS.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
KANSAS CITY	**22,403,771**	**29,722**	**18.8**	**26.0**	**20.0**	**21.1**	**.6894**
Johnson	6,327,264	39,182	13.0	24.0	22.5	34.0	.1754
• Olathe	809,398	35,231	15.4	26.7	26.4	25.1	.0239
Overland Park	1,914,805	41,274	11.6	23.4	23.6	36.3	.0595
Leavenworth	778,827	31,165	17.9	24.9	22.7	20.8	.0214
• Leavenworth	464,117	28,713	19.5	25.2	21.6	18.4	.0139
Miami	267,056	23,590	24.2	27.8	17.7	11.8	.0078
Wyandotte	2,110,371	24,771	21.2	26.6	18.4	14.2	.0634
• Kansas City	1,957,115	24,407	21.4	26.6	18.2	13.8	.0590
Cass, Mo.	*684,694*	*27,673*	*20.1*	*28.4*	*20.1*	*15.9*	*.0202*
Clay, Mo.	*2,223,860*	*33,431*	*16.2*	*26.8*	*24.0*	*23.1*	*.0731*
Jackson, Mo.	*8,798,317*	*26,679*	*20.9*	*25.8*	*18.4*	*18.2*	*.2936*
Independence	*1,629,511*	*30,608*	*18.7*	*26.3*	*23.5*	*18.5*	*.0531*
• Kansas City	*5,980,146*	*24,789*	*21.9*	*25.8*	*16.9*	*16.8*	*.2045*
Lafayette, Mo.	*332,166*	*21,942*	*24.6*	*28.9*	*15.8*	*9.4*	*.0099*
Platte, Mo.	*655,512*	*29,233*	*19.1*	*30.3*	*23.1*	*14.9*	*.0178*
Ray, Mo.	*225,704*	*21,852*	*24.4*	*29.8*	*16.5*	*7.8*	*.0068*
SUBURBAN TOTAL	13,192,995	33,034	16.7	25.9	21.9	24.7	.3881
LAWRENCE	**889,038**	**22,531**	**24.0**	**24.7**	**15.3**	**15.1**	**.0271**
Douglas	889,038	22,531	24.0	24.7	15.3	15.1	.0271
• Lawrence	689,062	21,037	25.0	23.8	13.6	14.5	.0225
SUBURBAN TOTAL	199,976	29,169	20.4	27.2	21.9	17.6	.0046
TOPEKA	**2,442,726**	**28,763**	**20.3**	**27.4**	**19.6**	**19.6**	**.0722**
Shawnee	2,442,726	28,763	20.3	27.4	19.6	19.6	.0722
• Topeka	1,830,404	26,189	22.4	28.0	17.6	17.1	.0580
SUBURBAN TOTAL	612,322	38,264	12.1	25.2	27.2	29.2	.0142
WICHITA	**6,730,278**	**29,543**	**18.6**	**27.6**	**19.7**	**20.7**	**.1955**
Butler	550,153	24,493	22.6	30.4	19.0	10.4	.0162
Sedgwick	6,180,125	30,257	18.2	27.1	19.8	21.9	.1793
• Wichita	4,626,701	28,516	19.4	27.6	18.9	20.1	.1424
SUBURBAN TOTAL	2,103,577	31,739	16.7	27.0	21.9	22.4	.0531
OTHER COUNTIES							
Allen	174,869	19,884	25.9	28.1	12.2	9.4	.0053
Anderson	91,586	19,909	27.6	26.0	12.8	11.0	.0025
Atchison	189,758	20,698	25.2	28.0	14.6	8.9	.0058
Barber	80,059	19,862	26.0	28.1	12.2	9.4	.0024

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Barton	410,951	23,989	23.2	30.0	16.8	12.5	.0136
Bourbon	173,529	17,980	27.5	25.7	11.8	7.9	.0057
Brown	119,986	17,940	28.7	26.6	10.6	7.3	.0036
Chase	34,163	19,423	23.1	29.4	11.7	7.8	.0009
Chautauqua	66,771	20,065	26.8	25.3	12.9	12.0	.0017
Cherokee	211,916	16,857	27.5	26.6	10.0	5.8	.0066
Cheyenne	44,631	21,121	25.0	27.7	11.0	13.7	.0015
Clark	26,504	18,700	28.0	27.7	11.8	7.7	.0008
Clay	94,207	17,725	29.8	27.5	10.3	6.2	.0031
Cloud	114,461	17,959	30.0	26.7	10.0	7.6	.0039
Coffey	139,380	27,117	21.0	23.7	16.8	22.6	.0035
Comanche	24,286	17,343	34.4	27.2	8.4	5.9	.0008
Cowley	509,635	25,116	21.6	26.4	18.0	16.3	.0146
Crawford	381,989	16,537	27.4	24.4	11.4	6.6	.0121
Decatur	40,464	16,684	32.2	25.5	8.6	6.5	.0016
Dickinson	232,413	20,925	26.7	27.7	14.3	10.0	.0068
Doniphan	83,018	18,460	27.2	30.0	10.5	5.8	.0026
Edwards	36,066	15,327	32.2	24.8	7.4	3.9	.0012
Elk	40,447	17,326	30.1	22.1	13.1	7.4	.0011
Ellis	358,197	24,985	23.7	28.0	18.1	13.7	.0131
Ellsworth	70,069	17,828	28.8	27.1	10.8	5.7	.0022
Finney	367,139	25,550	24.5	30.4	18.4	13.6	.0127
Ford	329,634	24,922	21.8	29.2	18.0	13.0	.0120
Franklin	273,422	22,660	26.8	26.5	17.0	12.6	.0077
Geary	305,733	18,119	33.2	25.7	12.0	7.0	.0114
Gove	33,973	17,073	30.4	26.8	7.6	7.5	.0009
Graham	43,878	19,474	26.6	24.6	14.2	9.9	.0016
Grant	90,232	25,592	20.2	37.9	14.8	13.3	.0028
Gray	65,893	26,262	22.6	31.2	19.8	12.8	.0016
Greeley	16,434	17,471	30.9	26.4	9.4	7.0	.0006
Greenwood	82,541	17,467	29.0	24.6	12.1	6.7	.0026
Hamilton	30,938	20,303	29.1	26.2	15.2	9.3	.0008
Harper	73,949	17,333	28.9	26.8	11.0	5.0	.0026
Harvey	374,065	24,626	23.2	31.7	17.6	11.2	.0112
Haskell	40,771	22,351	27.2	33.1	15.0	7.9	.0011
Hodgeman	20,403	17,000	32.8	28.0	8.9	3.7	.0005

KANS. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				
Jackson	120,664	21,515	25.1	30.2	16.2	6.7	.0035
Jefferson	176,603	24,426	22.3	28.8	19.7	10.3	.0045
Jewell	38,701	14,581	29.9	22.9	7.3	4.7	.0013
Kearny	38,457	24,034	24.8	32.6	16.1	11.4	.0010
Kingman	90,461	19,360	27.9	27.4	13.4	7.5	.0027
Kiowa	42,075	19,844	26.7	27.9	13.7	8.1	.0014
Labette	290,168	22,131	24.2	26.9	16.8	10.9	.0091
Lane	27,479	19,680	29.3	28.3	12.3	8.6	.0008
Lincoln	34,474	15,481	34.4	24.6	7.3	3.8	.0011
Linn	83,340	16,776	28.7	24.1	11.1	6.5	.0024
Logan	36,189	19,333	28.4	28.7	12.9	6.6	.0016
Lyon	454,558	24,492	22.5	27.1	17.7	14.1	.0151
McPherson	365,870	25,871	22.2	30.1	18.3	14.5	.0103
Marion	133,390	18,727	28.9	29.0	11.0	6.8	.0042
Marshall	138,890	18,033	29.5	24.3	12.2	8.2	.0046
Meade	46,170	19,333	29.9	29.1	12.6	6.5	.0015
Mitchell	76,644	16,913	31.5	27.3	7.7	5.8	.0030
Montgomery	489,963	21,089	25.7	27.3	15.2	9.9	.0155
Morris	67,443	18,014	28.5	25.5	11.6	7.7	.0020
Morton	37,751	23,519	23.6	29.0	16.4	12.0	.0013
Nemaha	107,899	17,496	28.8	25.0	10.5	7.9	.0036
Neosho	196,827	20,091	27.3	28.5	12.4	9.4	.0064
Ness	46,533	19,049	27.3	27.4	11.8	8.5	.0016
Norton	70,180	17,040	28.8	25.8	10.1	7.0	.0024
Osage	175,774	22,500	23.8	29.1	16.7	9.8	.0050
Osborne	51,232	15,857	33.4	25.4	7.0	4.8	.0019
Ottawa	63,022	19,823	26.7	28.5	12.1	9.0	.0019
Pawnee	92,810	21,771	27.0	28.5	15.1	11.5	.0029
Phillips	71,484	18,578	26.8	25.6	13.0	7.8	.0023
Pottawatomie	176,839	22,993	24.4	30.4	17.3	9.5	.0050
Pratt	126,654	21,898	25.4	29.6	15.0	9.8	.0047

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: A	B	C	D	Buying Power Index
			(A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				
Rawlins	38,190	17,733	31.4	25.5	9.1	9.0	.0011
Reno	804,498	22,834	24.9	29.8	16.5	10.5	.0253
Hutchinson	512,357	21,979	26.1	29.3	15.1	10.6	.0180
Republic	68,240	16,077	32.3	22.8	9.3	6.3	.0024
Rice	139,703	22,380	23.2	30.8	14.2	10.5	.0039
Riley	671,614	18,466	32.0	24.3	12.6	9.1	.0217
Rooks	62,270	18,085	30.8	27.9	10.4	6.4	.0021
Rush	41,877	18,420	28.0	28.9	10.9	5.9	.0013
Russell	110,791	21,507	25.9	25.2	15.3	12.9	.0034
Saline	651,517	23,982	24.8	29.7	17.4	11.7	.0222
Salina	552,005	23,460	25.5	29.2	17.1	11.4	.0197
Scott	63,988	20,700	27.3	29.4	14.0	8.5	.0023
Seward	223,493	24,294	24.8	30.4	18.3	10.5	.0086
Sheridan	30,294	16,591	34.2	22.9	10.3	5.5	.0011
Sherman	73,682	17,901	33.6	28.5	9.8	5.8	.0030
Smith	43,914	13,678	34.5	20.3	7.1	2.6	.0016
Stafford	67,762	20,627	27.1	29.5	14.5	7.5	.0020
Stanton	21,955	18,966	32.5	27.0	10.8	8.9	.0007
Stevens	57,745	25,686	22.9	30.1	17.8	14.2	.0017
Sumner	299,657	23,278	24.2	29.1	18.1	9.7	.0087
Thomas	92,604	21,273	25.2	28.4	13.4	11.1	.0034
Trego	43,703	18,490	29.9	29.3	9.1	7.4	.0015
Wabaunsee	66,226	19,578	29.8	30.6	12.7	5.6	.0019
Wallace	12,500	13,567	35.9	20.1	4.1	3.4	.0005
Washington	56,567	12,982	33.8	19.7	5.0	3.4	.0020
Wichita	28,725	21,250	27.3	27.7	14.4	10.3	.0010
Wilson	124,712	18,992	28.4	27.6	12.9	6.9	.0035
Woodson	41,392	15,772	31.7	23.5	9.9	5.1	.0012
TOTAL METRO COUNTIES	**19,545,560**	**30,763**	**18.1**	**26.2**	**20.1**	**22.7**	**.5628**
TOTAL STATE	**33,350,083**	**25,291**	**22.2**	**26.9**	**17.3**	**16.3**	**1.0026**

Kentucky

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CLARKSVILLE - HOPKINSVILLE	**158.6**	**.0646**	**28.1**	**17.2**	**18.8**	**18.1**	**18.8**	**53.1**
Christian	65.9	.0269	27.4	17.9	18.0	16.7	19.7	20.5
• Hopkinsville	28.5	.0116	33.6	9.4	16.1	19.8	27.9	10.8
Montgomery, Tenn.	*92.7*	*.0377*	*28.5*	*16.6*	*19.3*	*19.2*	*18.3*	*32.6*
• Clarksville	*78.3*	*.0319*	*27.3*	*19.2*	*19.8*	*18.4*	*16.4*	*27.6*
SUBURBAN TOTAL	51.8	.0211	26.6	18.3	18.9	16.8	17.5	14.7
HUNTINGTON - ASHLAND	**334.0**	**.1360**	**33.3**	**10.3**	**16.4**	**20.2**	**26.9**	**124.4**
Boyd	54.4	.0221	34.1	9.7	16.9	20.5	27.7	20.4
• Ashland	26.2	.0107	38.1	9.4	14.3	19.2	34.9	10.7
Carter	26.0	.0106	31.0	10.9	16.0	19.6	24.0	8.8
Greenup	39.1	.0159	32.1	9.2	17.0	22.1	23.0	13.3
Lawrence, Ohio	*63.8*	*.0260*	*32.9*	*9.2*	*15.9*	*20.4*	*26.3*	*23.3*
Cabell, W. Va.	*104.2*	*.0424*	*34.3*	*11.8*	*16.1*	*19.0*	*30.0*	*41.8*
• Huntington	*59.4*	*.0242*	*36.8*	*13.3*	*14.8*	*16.6*	*35.4*	*25.5*
Wayne, W. Va.	*46.5*	*.0190*	*32.6*	*9.7*	*16.4*	*20.9*	*25.1*	*16.8*
SUBURBAN TOTAL	248.4	.1011	32.2	9.7	17.0	21.2	24.0	88.2
LEXINGTON-FAYETTE	**336.0**	**.1369**	**30.8**	**13.6**	**20.1**	**19.6**	**21.9**	**127.3**
Bourbon	19.5	.0080	33.9	8.8	16.5	20.5	27.7	7.3
Clark	29.8	.0121	32.2	9.2	18.1	20.6	24.3	10.9
Fayette	213.7	.0870	30.4	15.3	21.1	19.1	21.3	84.0
• Lexington-Fayette	213.7	.0870	30.4	15.3	21.1	19.1	21.3	84.0
Jessamine	30.6	.0125	29.4	13.0	20.4	19.5	19.0	10.3
Scott	23.3	.0095	31.3	12.2	17.1	20.3	23.3	8.1
Woodford	19.1	.0078	32.3	9.3	17.5	22.5	22.8	6.7
SUBURBAN TOTAL	122.3	.0499	31.5	10.7	18.1	20.5	23.2	43.3
LOUISVILLE	**966.1**	**.3933**	**32.2**	**10.6**	**18.3**	**19.9**	**25.0**	**358.2**
Bullitt	48.8	.0199	28.4	9.5	19.2	22.4	14.9	15.2
Jefferson	677.1	.2756	32.7	10.9	18.2	19.4	26.3	259.3
• Louisville	285.2	.1161	34.4	11.4	16.9	16.5	32.4	117.3
Oldham	32.6	.0133	30.1	10.0	22.0	24.4	14.9	9.7
Shelby	24.6	.0100	33.8	9.5	16.5	21.4	26.7	8.6

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**811,128**	**141,553**	**69,538**	**121,359**	**34,840**	**240,363**	**30,229**
Christian	333,974	60,090	26,856	35,994	14,831	89,948	16,326
• Hopkinsville	269,931	52,185	20,785	25,204	12,235	74,057	14,821
Montgomery, Tenn.	*477,154*	*81,463*	*42,682*	*85,365*	*20,009*	*150,415*	*13,903*
• Clarksville	*474,595*	*81,165*	*41,817*	*85,224*	*19,977*	*150,336*	*13,673*
SUBURBAN TOTAL	66,602	8,203	6,936	10,931	2,628	15,970	1,735
HUNTINGTON - ASHLAND	**1,946,436**	**397,477**	**160,713**	**377,132**	**90,441**	**363,689**	**78,966**
Boyd	397,392	82,189	35,003	76,040	15,249	72,487	22,945
• Ashland	319,980	52,409	30,758	72,946	13,756	64,409	21,646
Carter	92,965	26,316	6,466	8,813	9,470	13,417	4,904
Greenup	89,703	31,919	5,598	3,684	4,170	18,974	3,563
Lawrence, Ohio	*184,240*	*55,008*	*14,671*	*16,687*	*13,387*	*28,904*	*12,446*
Cabell, W. Va.	*1,040,982*	*167,301*	*90,487*	*240,437*	*44,990*	*208,610*	*33,296*
• Huntington	*690,609*	*130,974*	*72,234*	*79,546*	*36,276*	*157,770*	*27,730*
Wayne, W. Va.	*141,154*	*34,744*	*8,488*	*31,471*	*3,175*	*21,297*	*1,812*
SUBURBAN TOTAL	935,847	214,094	57,721	224,640	40,409	141,510	29,590
LEXINGTON-FAYETTE	**2,429,111**	**404,333**	**281,405**	**368,516**	**143,002**	**518,832**	**87,508**
Bourbon	82,006	23,677	6,593	2,733	1,941	19,759	5,969
Clark	158,383	38,720	12,740	18,003	4,551	44,480	5,909
Fayette	1,890,058	267,216	239,085	330,286	128,879	382,943	61,160
• Lexington-Fayette	1,890,058	267,216	239,085	330,286	128,879	382,943	61,160
Jessamine	138,346	28,520	10,183	8,476	3,757	45,565	4,689
Scott	70,382	21,919	7,749	4,327	2,193	10,686	4,862
Woodford	89,936	24,281	5,055	4,691	1,681	15,399	4,919
SUBURBAN TOTAL	539,053	137,117	42,320	38,230	14,123	135,889	26,348
LOUISVILLE	**6,392,975**	**1,212,631**	**658,856**	**884,057**	**353,426**	**1,388,021**	**305,245**
Bullitt	113,836	49,688	10,024	2,955	4,329	16,219	1,465
Jefferson	5,068,835	918,772	546,993	724,626	297,779	1,103,987	257,755
• Louisville	2,062,615	481,701	280,287	125,282	137,727	347,534	142,733
Oldham	93,663	24,607	4,866	3,502	5,114	30,003	4,567
Shelby	101,262	24,446	9,581	6,959	2,392	27,199	4,967

KY. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Clark, Ind.	*89.1*	*.0363*	*31.2*	*10.2*	*18.9*	*20.3*	*22.6*	*32.3*	*665,682*	*109,754*	*50,701*	*116,763*	*18,024*	*151,942*	*18,321*
Floyd, Ind.	*63.5*	*.0258*	*32.7*	*9.8*	*17.4*	*20.4*	*25.6*	*22.8*	*262,366*	*62,446*	*28,994*	*22,648*	*20,834*	*42,562*	*14,581*
● *New Albany*	*37.3*	*.0152*	*34.0*	*10.2*	*17.1*	*17.8*	*30.4*	*14.4*	*230,534*	*51,655*	*25,875*	*21,840*	*18,371*	*40,783*	*11,206*
Harrison, Ind.	*30.4*	*.0124*	*31.7*	*9.8*	*17.0*	*20.5*	*23.9*	*10.3*	*87,331*	*22,918*	*7,697*	*6,604*	*4,954*	*16,109*	*3,589*
SUBURBAN TOTAL	643.6	.2620	31.3	10.2	19.0	21.6	21.3	226.5	4,099,826	679,275	352,694	736,935	197,328	999,704	151,306
OWENSBORO	**87.8**	**.0358**	**32.0**	**10.7**	**16.9**	**19.7**	**25.2**	**32.7**	**649,650**	**116,979**	**69,087**	**95,370**	**30,985**	**131,563**	**30,165**
Daviess	87.8	.0358	32.0	10.7	16.9	19.7	25.2	32.7	649,650	116,979	69,087	95,370	30,985	131,563	30,165
● Owensboro	56.8	.0231	32.8	11.1	16.8	19.0	27.3	22.2	574,516	105,209	59,952	82,681	29,842	114,067	28,688
SUBURBAN TOTAL	31.0	.0127	30.6	10.0	16.8	21.1	21.5	10.5	75,134	11,770	9,135	12,689	1,143	17,496	1,477
OTHER COUNTIES															
Adair	16.0	.0065	36.3	9.0	13.8	19.9	31.9	5.7	36,802	8,641	2,892	1,495	1,491	7,551	1,500
Allen	15.0	.0061	36.5	8.8	14.2	20.5	31.8	5.7	60,133	14,570	3,116	2,271	1,169	21,163	4,006
Anderson	14.2	.0058	32.6	9.0	17.6	20.5	25.4	5.0	47,138	13,794	1,882	1,163	863	8,898	2,405
Ballard	8.1	.0033	36.6	8.1	14.8	19.5	33.0	3.1	30,959	8,610	1,436	168	395	12,380	978
Barren	33.9	.0138	34.8	9.3	15.8	20.1	29.5	12.8	179,311	42,479	17,556	24,066	9,122	29,077	9,231
Bath	9.9	.0040	33.7	9.4	15.5	19.5	28.5	3.6	16,510	5,846	827	600	950	2,719	1,280
Bell	33.7	.0137	31.6	9.7	16.5	18.7	25.7	11.9	174,070	36,677	13,732	22,801	8,537	34,742	7,927
☐ Boone	52.1	.0212	30.0	10.0	19.3	21.6	18.8	17.7	565,431	84,059	61,930	130,927	17,293	89,433	22,088
Boyle	25.8	.0105	33.0	10.8	16.0	19.6	27.2	9.6	194,337	36,068	14,231	33,378	8,024	53,381	8,542
Bracken	7.7	.0032	35.4	8.8	14.1	18.9	31.5	2.7	13,471	6,130	506	187	240	2,566	182
Breathitt	17.1	.0069	28.9	11.3	16.6	18.1	21.8	5.5	60,870	11,145	4,010	8,661	3,184	16,443	2,546
Breckinridge	16.9	.0069	33.5	9.2	15.6	18.6	29.1	6.2	57,316	26,725	2,854	2,658	1,890	9,778	2,473
Butler	11.8	.0048	33.8	9.5	15.3	19.5	28.7	4.0	22,531	8,535	746	536	392	4,673	1,292
Caldwell	12.7	.0052	37.9	8.5	14.6	19.1	34.8	4.9	67,650	15,733	4,472	9,536	3,637	14,746	2,468
Calloway	31.8	.0129	32.8	18.9	14.6	17.7	29.2	11.8	296,459	35,355	20,191	19,340	16,259	145,259	9,694
☐ Campbell	81.2	.0331	32.3	11.0	15.9	18.4	27.3	29.2	395,160	96,250	43,580	32,540	19,923	70,358	32,225
Carlisle	5.2	.0021	38.1	8.3	13.3	19.5	34.7	2.0	15,505	3,398	237	476	116	4,919	125
Carroll	9.5	.0038	34.3	9.5	15.2	20.1	28.9	3.5	52,726	18,333	3,634	1,046	718	11,659	3,832
Casey	15.0	.0061	33.5	9.0	15.2	18.9	28.9	5.7	37,695	6,242	3,213	3,769	1,396	13,049	896
Clay	24.1	.0098	29.0	10.4	16.2	18.6	21.7	7.7	71,072	19,559	3,162	4,961	4,235	11,798	3,804
Clinton	9.7	.0040	35.0	9.4	14.6	20.9	29.1	3.6	33,966	12,522	1,594	2,208	1,284	3,706	1,123
Crittenden	9.0	.0036	36.8	8.7	14.8	20.0	32.8	3.2	29,072	11,666	1,676	2,157	974	4,681	1,723
Cumberland	7.1	.0029	36.9	9.0	14.3	19.1	33.4	2.8	14,419	5,715	688	1,040	763	2,926	902
Edmonson	10.8	.0044	33.4	9.3	15.2	20.8	26.7	3.6	13,485	7,014	1,143	172	499	1,445	533
Elliott	7.0	.0028	30.4	9.5	16.9	18.8	23.5	2.5	8,584	1,294	356	330	302	3,800	127
Estill	14.7	.0060	32.9	9.2	15.2	20.1	26.8	5.3	50,973	11,994	2,275	2,529	705	25,585	2,855
Fleming	12.6	.0051	33.7	9.2	16.0	18.5	29.5	4.7	59,587	10,692	2,622	4,235	3,005	24,153	2,385
Floyd	52.9	.0216	30.7	10.0	17.7	18.6	23.7	18.2	204,002	35,046	11,510	18,163	6,387	60,603	12,947
Franklin	43.9	.0178	32.4	10.5	19.4	20.6	24.4	17.3	233,826	41,640	25,332	27,308	6,586	56,209	13,453
Fulton	8.0	.0033	37.0	8.5	13.3	17.4	35.0	3.1	44,766	14,511	941	6,659	1,661	6,832	3,124
Gallatin	5.0	.0020	32.6	9.3	15.6	20.9	25.4	1.9	28,422	9,191	2,548	1,410	148	246	868
Garrard	11.1	.0046	35.2	8.9	16.2	20.6	29.7	4.2	20,591	5,797	1,734	1,030	1,413	2,849	1,392
Grant	14.8	.0060	32.8	8.8	15.5	20.8	25.7	4.9	59,586	16,599	3,984	737	1,381	18,486	2,201
Graves	33.6	.0137	37.3	8.6	14.8	19.2	34.0	13.2	161,586	34,253	6,354	15,208	5,180	38,115	8,073
Grayson	22.6	.0092	33.5	9.3	15.4	18.8	28.9	8.2	85,559	18,908	6,465	9,547	3,515	12,469	7,609
Green	10.7	.0043	36.6	8.5	14.9	20.3	32.0	3.9	28,003	11,264	1,213	1,407	691	4,871	1,628
Hancock	7.9	.0032	30.6	9.5	17.4	19.9	22.5	2.9	15,062	9,295	608		78	3,066	788
Hardin	93.1	.0380	24.9	22.4	17.6	17.5	14.7	28.2	471,058	77,203	40,198	52,519	22,182	145,145	12,251
Harlan	41.4	.0168	30.4	10.2	17.1	17.2	25.0	14.3	149,109	42,685	8,636	20,459	8,672	24,714	7,540
Harrison	15.6	.0064	35.7	9.0	14.6	19.3	31.8	5.6	71,419	17,668	3,283	6,431	3,538	14,591	6,801
Hart	16.1	.0065	34.5	9.2	14.7	19.9	29.3	5.9	39,624	14,267	1,144	1,424	1,922	8,004	2,538
☐ Henderson	42.9	.0175	32.4	10.1	17.4	19.7	25.8	16.2	319,030	75,745	28,543	35,184	14,546	80,351	10,936

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	1980	1987	Growth
Population	322,200	336,000	+ 4%
EBI	$2.4 billion	$4.2 billion	+ 42%
EBI/HH	$21,170	$33,345	+ 36%
Retail Sales	$1.6 billion	$2.4 billion	+ 31%
RS/HH	$14,320	$19,081	+ 25%

Sources: 1981, 1988 S&MM Survey of Buying Power

KY. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Henry	13.2	.0054	35.2	8.7	15.5	20.9	29.4	4.7	37,138	10,016	2,631	1,562	330	11,886	2,998
Hickman	5.5	.0022	38.3	8.3	13.7	18.8	35.8	2.0	8,209	2,041	989	456	52	2,048	156
Hopkins	47.7	.0194	33.2	9.5	17.0	19.2	27.7	17.8	298,392	73,929	19,422	36,128	16,642	68,675	13,617
Jackson	12.4	.0051	31.6	9.6	15.8	18.1	26.5	4.3	16,813	4,226	1,604	1,340	340	4,346	1,466
Johnson	26.5	.0108	31.9	9.6	17.3	19.7	24.9	8.9	120,762	21,147	8,273	13,607	9,064	23,665	8,791
☐ Kenton	139.5	.0568	31.6	10.8	17.7	18.4	25.5	51.0	772,066	182,408	90,442	98,244	41,659	116,088	43,121
Covington	46.5	.0189	32.4	11.2	16.4	15.6	30.1	18.4	351,779	71,834	46,329	24,188	19,682	97,829	18,170
Knott	18.7	.0076	28.8	10.8	17.3	17.8	21.6	6.0	61,398	14,274	3,029	9,841	3,941	5,381	443
Knox	31.5	.0128	31.0	9.8	15.8	18.8	25.0	10.8	129,062	30,606	7,940	20,268	2,940	31,976	9,144
Larue	12.0	.0049	35.4	8.9	15.1	20.1	30.4	4.4	36,506	13,609	1,526	3,730	1,365	6,448	1,381
Laurel	44.0	.0179	31.2	9.9	17.0	19.4	24.1	15.1	234,617	48,029	13,082	12,932	14,477	78,423	9,255
Lawrence	15.4	.0063	32.2	9.4	15.8	19.3	26.3	5.2	41,136	19,130	3,034	318	943	2,034	4,244
Lee	7.8	.0032	34.1	8.6	14.9	19.2	29.5	2.9	23,257	7,420	921	1,547	247	5,789	423
Leslie	15.0	.0061	27.8	11.4	17.3	19.3	18.3	4.9	26,243	8,680	1,096	4,271	1,885	1,816	753
Letcher	31.6	.0128	30.2	9.9	16.9	18.5	23.4	10.8	86,575	25,042	3,719	9,823	5,158	7,454	6,041
Lewis	14.4	.0059	30.5	10.0	15.6	19.4	23.6	5.0	21,654	8,720	1,471	342	518	3,182	183
Lincoln	19.3	.0078	33.6	8.6	15.5	19.5	28.3	6.9	37,073	9,800	2,809	415	1,620	12,064	927
Livingston	9.2	.0038	35.0	8.9	16.5	20.5	29.5	3.7	20,980	9,938	4,279	54	286	1,361	1,586
Logan	26.5	.0108	35.0	9.3	14.6	20.2	29.8	9.7	92,644	32,043	5,296	8,778	3,360	19,945	6,035
Lyon	6.6	.0027	37.4	10.4	18.1	21.1	32.7	2.4	19,915	9,356	868	180	949	5,175	315
McCracken	60.4	.0246	34.9	9.2	16.8	19.4	30.5	24.2	490,033	96,344	42,970	61,217	30,633	96,608	22,882
McCreary	16.7	.0068	29.4	9.9	15.9	17.8	23.3	5.6	43,739	18,772	2,891	2,984	2,343	5,922	2,412
McLean	10.1	.0041	34.6	8.5	16.3	19.9	29.4	3.5	22,274	8,262	1,442	594	387	5,126	882
Madison	55.9	.0227	27.5	22.9	16.0	17.6	20.4	18.7	326,053	64,764	34,883	30,316	6,973	65,622	12,809
Magoffin	14.6	.0060	28.6	10.6	16.2	18.6	21.0	4.8	37,972	14,401	1,857	4,714	854	2,858	2,857
Marion	17.5	.0071	30.3	10.1	15.8	17.6	25.1	5.8	67,000	19,503	5,004	6,930	5,770	6,011	4,369
Marshall	26.7	.0109	36.6	8.8	15.0	21.8	30.7	10.3	118,431	23,179	8,617	11,235	4,980	26,441	4,164
Martin	14.8	.0060	27.2	10.7	18.9	16.9	18.3	4.5	64,769	17,063	1,554	5,594	1,650	28,938	1,983
Mason	16.7	.0068	34.4	9.3	15.5	18.3	30.8	6.2	118,354	22,140	9,436	14,570	5,411	21,157	6,631
Meade	23.7	.0096	27.3	10.8	23.4	17.7	14.4	7.7	40,622	8,030	3,100	645	1,442	19,529	823
Menifee	5.2	.0022	30.4	10.9	16.2	18.5	24.1	1.6	9,623	2,273	284	315	496	3,474	294
Mercer	19.9	.0081	34.6	8.9	15.9	20.4	28.9	7.3	72,114	22,500	6,985	3,855	4,190	12,348	3,542
Metcalfe	10.0	.0040	35.7	8.9	14.2	20.5	30.5	3.6	31,826	9,483	1,324	553	677	10,732	1,332
Monroe	12.4	.0051	35.4	9.1	14.4	20.1	30.4	4.7	40,059	14,140	2,189	1,624	2,347	6,980	4,325
Montgomery	21.2	.0086	31.4	9.6	17.8	19.4	24.2	7.7	125,210	24,328	9,845	10,157	4,850	29,178	6,008
Morgan	12.0	.0049	31.3	10.6	15.7	18.7	25.5	4.2	43,038	7,650	986	2,236	3,002	15,805	939
Muhlenberg	32.8	.0133	33.2	9.8	16.1	18.8	28.4	11.6	151,889	44,400	6,877	21,153	6,066	28,338	9,736
Nelson	29.8	.0122	30.1	10.6	17.0	18.6	23.0	10.0	138,196	38,040	11,236	16,318	6,056	26,424	5,146
Nicholas	7.3	.0030	34.5	8.9	15.9	19.2	30.0	2.7	16,344	3,775	960	2,025	726	2,111	1,518
Ohio	22.7	.0092	33.4	8.9	16.1	19.0	28.5	8.3	100,654	29,869	5,279	9,591	2,225	31,307	6,919
Owen	9.3	.0038	35.3	7.9	15.1	18.9	31.6	3.4	25,699	5,682	1,650	1,520	876	7,609	1,527
Owsley	5.8	.0023	33.2	8.8	14.9	19.4	28.0	1.8	10,032	3,922	640	70	576	1,273	1,073
Pendleton	10.9	.0045	32.6	9.5	15.2	19.4	27.0	3.9	21,740	8,616	1,407	520	318	3,482	699
Perry	35.7	.0145	29.4	10.5	17.5	18.3	22.0	11.9	164,465	37,217	12,358	12,286	6,409	39,118	6,718
Pike	85.7	.0349	29.6	10.5	18.3	19.1	21.1	29.3	378,881	100,701	22,443	50,053	9,966	94,865	13,449
Powell	12.3	.0050	30.1	9.8	17.1	20.0	21.6	3.9	26,438	8,091	2,850	3,217	516	1,869	1,587
Pulaski	49.8	.0203	33.7	9.6	16.2	20.2	27.6	18.6	353,209	78,263	27,524	53,552	16,992	74,879	12,455
Robertson	2.1	.0008	37.3	8.0	14.4	20.0	33.3	.8	2,758	732	136	216	77	124	
Rockcastle	14.9	.0061	33.0	9.2	15.1	20.0	27.0	5.3	35,014	12,387	2,623	2,522	720	3,186	2,039
Rowan	19.3	.0078	27.6	22.2	15.2	17.6	21.1	6.4	92,471	19,627	6,094	15,353	1,551	16,730	5,963
Russell	14.4	.0059	35.7	9.0	14.7	19.6	31.4	5.5	47,718	13,642	2,526	4,143	2,457	11,323	3,007
Simpson	14.9	.0061	33.3	9.3	15.9	19.0	28.3	5.4	93,165	23,461	9,472	8,769	2,717	17,972	5,095
Spencer	6.4	.0026	32.9	9.0	16.5	21.1	25.5	2.2	14,024	6,957	432	139	250	881	331
Taylor	22.3	.0091	33.7	10.8	16.2	21.0	26.9	8.5	125,229	27,487	11,083	16,571	4,640	27,292	5,833
Todd	11.3	.0046	34.9	9.3	14.4	18.3	31.5	4.2	19,265	9,359	837	739	407	1,998	1,476
Trigg	9.4	.0038	37.3	7.5	14.3	19.8	33.5	3.6	29,294	8,337	1,984	686	2,526	6,805	1,357
Trimble	6.4	.0026	33.1	8.6	17.2	20.5	26.2	2.2	5,992	1,003	952		105	184	1,597
Union	17.7	.0072	27.8	16.2	15.1	15.6	23.5	5.7	70,997	26,253	3,510	13,111	2,534	6,827	2,927
Warren	84.6	.0344	29.7	17.5	17.9	18.3	22.2	30.6	641,154	108,541	61,290	101,577	33,786	123,408	25,612
Bowling Green	44.9	.0183	28.5	23.7	16.0	15.8	23.7	16.7	576,117	98,947	57,091	86,414	30,935	115,545	23,697
Washington	10.0	.0041	33.0	9.9	14.6	18.6	28.5	3.3	16,822	3,422	855	281	988	2,351	1,937
Wayne	18.0	.0073	32.8	9.6	15.5	19.2	27.3	6.5	56,697	16,930	2,339	5,767	2,618	8,102	5,015
Webster	14.7	.0060	34.8	9.3	14.9	18.0	31.7	5.5	63,418	17,912	2,401	443	942	25,168	3,385
Whitley	36.9	.0150	31.4	12.2	15.7	18.2	26.1	13.1	261,022	46,418	17,832	20,945	11,181	64,517	8,760
Wolfe	7.0	.0029	31.7	10.2	15.1	19.1	25.9	2.4	16,692	4,566	886	315	541	3,169	900
TOTAL METRO COUNTIES	**1,708.0**	**.6956**	**31.7**	**11.5**	**18.2**	**19.6**	**24.3**	**629.9**	**11,422,078**	**2,177,801**	**1,220,374**	**1,623,354**	**620,742**	**2,378,859**	**542,535**
TOTAL STATE	**3,771.5**	**1.5355**	**31.8**	**11.4**	**17.2**	**19.3**	**25.1**	**1,361.3**	**20,622,102**	**4,331,313**	**1,877,207**	**2,580,472**	**1,013,134**	**4,525,865**	**977,668**

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KY. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**1,580,222**	**20,154**	**29.4**	**27.4**	**13.6**	**9.3**	**.0534**
Christian	643,345	18,593	31.3	24.0	12.7	9.7	.0220
• Hopkinsville	313,600	20,072	26.5	23.4	14.9	11.8	.0125
Montgomery, Tenn.	*936,877*	*21,168*	*28.2*	*29.6*	*14.2*	*9.0*	*.0314*
• *Clarksville*	*799,046*	*20,821*	*29.8*	*30.0*	*13.5*	*8.8*	*.0281*
SUBURBAN TOTAL	467,574	18,746	30.8	25.7	12.9	8.4	.0128
HUNTINGTON - ASHLAND	**3,324,725**	**19,923**	**24.3**	**26.8**	**14.6**	**8.5**	**.1171**
Boyd	583,909	21,529	22.3	26.4	16.8	9.6	.0212
• Ashland	301,515	19,335	23.4	24.2	14.2	10.3	.0131
Carter	188,944	14,922	27.2	24.5	9.1	4.7	.0070
Greenup	372,868	22,484	22.3	31.7	16.0	7.9	.0107
Lawrence, Ohio	*669,255*	*22,703*	*22.0*	*27.7*	*17.0*	*10.5*	*.0193*
Cabell, W. Va.	*1,061,288*	*18,134*	*26.9*	*25.5*	*12.5*	*7.8*	*.0453*
• *Huntington*	*613,964*	*16,048*	*27.8*	*23.3*	*10.2*	*7.2*	*.0275*
Wayne, W. Va.	*448,461*	*20,279*	*24.1*	*26.6*	*15.5*	*8.6*	*.0136*
SUBURBAN TOTAL	2,409,246	21,302	23.5	28.2	15.9	8.6	.0762
LEXINGTON-FAYETTE	**4,244,763**	**23,839**	**23.2**	**26.5**	**16.1**	**15.3**	**.1409**
Bourbon	177,615	17,209	27.0	25.7	10.3	7.8	.0060
Clark	353,891	24,563	20.0	25.8	17.9	14.9	.0109
Fayette	2,891,853	24,299	23.3	26.2	16.0	16.6	.0992
• Lexington-Fayette	2,891,853	24,299	23.3	26.2	16.0	16.6	.0992
Jessamine	350,434	24,610	22.3	28.1	18.3	13.9	.0107
Scott	230,035	21,418	25.1	30.1	14.8	8.3	.0069
Woodford	240,935	27,623	20.9	25.5	19.6	18.6	.0072
SUBURBAN TOTAL	1,352,910	23,001	22.8	27.2	16.4	12.8	.0417
LOUISVILLE	**11,832,991**	**25,144**	**21.5**	**28.1**	**17.8**	**14.4**	**.3877**
Bullitt	469,484	26,362	20.2	34.8	20.8	9.4	.0135
Jefferson	8,726,265	25,073	21.4	26.9	17.4	15.5	.2898
• Louisville	3,220,002	18,631	25.5	24.0	12.5	10.5	.1135
Oldham	400,636	32,157	18.2	26.2	22.8	21.5	.0108
Shelby	263,754	23,241	21.6	27.6	17.3	11.4	.0081
Clark, Ind.	*960,125*	*24,414*	*23.2*	*32.1*	*17.8*	*10.0*	*.0352*
Floyd, Ind.	*708,628*	*24,807*	*21.9*	*30.0*	*18.7*	*11.9*	*.0213*
• *New Albany*	*405,720*	*21,956*	*24.6*	*29.7*	*15.3*	*9.5*	*.0139*
Harrison, Ind.	*304,099*	*23,873*	*23.6*	*32.8*	*16.7*	*10.0*	*.0090*
SUBURBAN TOTAL	8,207,269	28,672	19.3	30.2	20.7	16.7	.2603
OWENSBORO	**951,032**	**22,014**	**23.8**	**27.2**	**16.7**	**10.2**	**.0347**
Daviess	951,032	22,014	23.8	27.2	16.7	10.2	.0347
• Owensboro	617,870	20,289	25.5	25.8	15.4	9.4	.0254
SUBURBAN TOTAL	333,162	25,645	20.4	29.9	19.5	12.1	.0093
OTHER COUNTIES							
Adair	114,619	13,672	30.4	21.9	6.7	4.3	.0038
Allen	139,478	17,062	26.2	22.5	13.9	6.6	.0046
Anderson	160,533	25,810	22.2	30.4	19.5	13.5	.0046
Ballard	80,821	18,937	23.6	23.9	15.0	9.1	.0024
Barren	334,762	19,194	24.4	27.8	13.1	7.5	.0116
Bath	84,038	16,373	29.0	22.7	10.6	7.8	.0024
Bell	259,515	14,216	28.5	21.2	8.8	5.3	.0101
☐ Boone	609,448	28,669	18.9	31.7	23.7	12.9	.0248
Boyle	298,509	21,796	24.2	25.6	16.2	12.1	.0106
Bracken	69,276	19,646	24.9	28.9	12.1	8.2	.0019
Breathitt	96,688	10,615	23.7	16.9	7.3	4.0	.0041
Breckinridge	142,104	15,742	31.0	21.3	11.1	5.8	.0047
Butler	84,292	15,282	27.3	25.3	8.6	4.5	.0027
Caldwell	123,393	18,000	26.5	25.5	13.0	7.4	.0044
Calloway	312,274	18,055	28.2	26.3	11.3	7.4	.0130
☐ Campbell	995,012	26,864	20.8	26.9	20.4	15.6	.0300
Carlisle	55,617	19,925	25.8	24.7	12.8	12.4	.0015
Carroll	96,170	20,054	24.7	25.5	13.5	11.1	.0032
Casey	98,890	12,221	33.0	17.4	5.1	3.3	.0035
Clay	178,927	14,587	27.8	19.2	9.5	8.1	.0061
Clinton	61,371	11,841	33.2	14.9	5.1	4.1	.0025
Crittenden	86,576	20,224	22.2	24.2	16.3	9.9	.0026
Cumberland	57,990	13,556	29.4	19.2	8.5	4.9	.0017
Edmonson	76,876	15,641	30.2	25.3	8.5	4.5	.0024
Elliott	36,627	10,421	29.5	16.6	5.0	.5	.0012
Estill	119,776	16,271	24.8	23.6	13.2	4.9	.0041
Fleming	106,421	16,226	28.8	23.3	9.5	5.9	.0039
Floyd	410,913	16,421	28.0	25.6	10.9	4.9	.0147
Franklin	572,154	24,562	24.7	27.5	17.6	14.7	.0169
Fulton	70,127	15,403	20.5	24.7	11.7	5.2	.0027
Gallatin	38,229	14,755	25.1	26.5	8.2	3.8	.0015
Garrard	93,681	16,861	27.8	26.3	12.0	3.9	.0028
Grant	130,150	21,352	23.8	30.5	16.5	6.0	.0044
Graves	369,340	20,979	23.3	27.5	14.5	10.1	.0117
Grayson	177,097	15,303	28.1	23.0	9.0	5.5	.0063
Green	83,662	15,527	28.2	25.3	7.9	4.6	.0027
Hancock	93,396	25,711	19.6	22.5	24.4	13.9	.0025
Hardin	976,258	21,255	28.8	29.2	13.9	9.9	.0319
Harlan	323,260	15,226	26.6	23.8	11.0	5.1	.0112
Harrison	138,436	18,052	26.0	26.2	11.6	7.6	.0049
Hart	134,135	14,579	27.9	21.9	8.2	5.8	.0042
☐ Henderson	513,684	24,188	22.5	29.0	18.5	11.4	.0177
Henry	130,378	20,808	24.0	27.4	14.3	10.1	.0038
Hickman	46,798	16,468	24.7	25.2	11.0	6.1	.0013

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KY. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Hopkins	522,554	21,710	24.0	25.0	16.7	11.3	.0178
Jackson	74,179	11,278	30.2	16.2	4.9	3.4	.0026
Johnson	218,841	16,533	24.1	22.5	12.6	7.8	.0078
☐ Kenton	1,688,129	25,944	21.3	27.9	19.1	14.4	.0528
Covington	473,230	18,420	26.5	25.2	13.0	8.2	.0180
Knott	164,003	18,017	24.8	22.9	12.7	10.7	.0052
Knox	209,429	12,784	27.3	19.1	8.6	4.3	.0084
Larue	99,094	16,538	29.2	25.9	10.2	4.8	.0031
Laurel	367,099	17,838	28.8	26.8	11.3	6.3	.0140
Lawrence	133,350	15,507	26.7	19.0	10.7	11.5	.0041
Lee	54,776	12,556	32.6	19.1	5.6	4.2	.0019
Leslie	117,989	15,589	26.3	20.5	13.3	6.9	.0035
Letcher	268,466	17,181	27.7	23.5	12.9	7.6	.0085
Lewis	98,331	14,076	30.3	22.0	8.0	3.2	.0032
Lincoln	128,886	13,538	31.2	21.5	7.1	2.7	.0043
Livingston	97,338	19,937	27.6	27.6	14.8	7.5	.0027
Logan	244,320	18,572	26.8	27.1	12.5	6.8	.0078
Lyon	68,303	20,365	23.0	26.2	14.5	10.1	.0020
McCracken	721,123	22,200	22.4	26.1	16.7	11.4	.0256
McCreary	94,202	11,151	30.4	17.2	4.8	2.7	.0037
McLean	95,005	20,542	21.4	25.5	15.7	9.7	.0028
Madison	550,874	20,128	25.6	25.5	14.1	10.6	.0194
Magoffin	96,247	12,732	26.1	18.9	10.1	4.3	.0034
Marion	148,090	18,102	29.3	27.2	12.0	6.1	.0051
Marshall	285,693	21,597	24.4	28.7	16.2	8.5	.0089
Martin	130,406	19,843	20.5	19.2	16.0	14.5	.0045
Mason	169,165	20,261	24.3	26.9	14.6	9.2	.0063
Meade	200,887	20,637	30.9	33.2	11.6	6.7	.0059
Menifee	28,818	13,208	27.8	24.4	6.8	1.3	.0011
Mercer	198,206	20,979	23.7	27.4	16.0	8.5	.0061
Metcalfe	65,739	11,185	29.8	15.8	5.5	3.0	.0025
Monroe	89,240	12,743	29.1	19.5	6.6	3.5	.0031
Montgomery	183,140	17,093	29.1	26.2	8.7	6.9	.0070

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Morgan	77,446	11,375	29.1	16.0	6.0	4.4	.0030
Muhlenberg	352,412	22,177	25.0	24.2	16.4	13.3	.0112
Nelson	284,291	21,225	25.2	29.1	15.1	8.5	.0096
Nicholas	64,212	16,962	29.3	24.0	11.2	6.6	.0019
Ohio	215,899	19,741	23.8	25.5	16.4	7.6	.0070
Owen	81,085	16,782	26.9	22.6	11.8	7.7	.0025
Owsley	26,997	10,561	32.8	13.6	3.1	3.1	.0011
Pendleton	91,981	18,560	26.0	29.4	12.6	4.5	.0028
Perry	350,825	20,624	23.9	22.7	15.5	13.0	.0116
Pike	690,569	17,181	27.4	27.1	10.7	5.5	.0251
Powell	87,270	16,344	30.3	24.6	10.2	5.2	.0028
Pulaski	424,883	15,021	28.9	22.2	10.0	5.9	.0177
Robertson	16,127	15,933	30.0	26.0	8.1	2.9	.0003
Rockcastle	98,133	12,969	31.4	18.2	6.1	3.9	.0034
Rowan	154,658	15,318	26.9	23.7	8.7	7.1	.0059
Russell	123,531	14,639	29.5	20.9	7.4	7.3	.0040
Simpson	165,294	22,437	22.8	25.3	18.1	11.8	.0056
Spencer	62,274	22,875	21.0	28.9	15.5	11.5	.0017
Taylor	248,756	22,200	23.1	27.2	16.8	10.3	.0081
Todd	106,461	17,243	28.1	23.0	11.4	8.8	.0031
Trigg	85,655	17,208	29.2	24.4	11.5	6.1	.0025
Trimble	64,595	21,981	23.9	27.6	15.9	11.1	.0016
Union	162,749	21,706	22.5	27.7	15.5	9.9	.0055
Warren	873,189	20,242	25.8	27.3	13.8	9.4	.0330
Bowling Green	461,588	17,800	28.1	24.0	11.3	9.0	.0221
Washington	84,790	17,961	25.4	25.6	11.2	8.5	.0024
Wayne	116,060	12,667	30.7	20.2	4.7	3.2	.0043
Webster	133,959	17,295	25.0	24.7	12.7	7.2	.0045
Whitley	296,921	14,599	28.7	22.0	9.7	5.7	.0128
Wolfe	46,528	12,780	30.1	16.8	7.6	5.0	.0016
TOTAL METRO COUNTIES	**20,651,273**	**24,410**	**22.2**	**27.3**	**17.4**	**14.1**	**.6840**
TOTAL STATE	**39,226,173**	**20,575**	**24.5**	**25.9**	**14.6**	**10.7**	**1.3200**

Louisiana

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALEXANDRIA	**139.2**	**.0567**	**31.1**	**11.1**	**16.3**	**19.4**	**24.3**	**48.8**
Rapides	139.2	.0567	31.1	11.1	16.3	19.4	24.3	48.8
• Alexandria	52.2	.0213	31.7	11.1	14.9	17.7	27.3	19.6
SUBURBAN TOTAL	87.0	.0354	30.9	11.2	17.0	20.5	22.5	29.2
BATON ROUGE	**553.7**	**.2255**	**28.5**	**14.0**	**19.6**	**18.8**	**18.5**	**191.2**
Ascension	59.6	.0242	28.2	11.1	18.2	19.1	18.5	19.3
East Baton Rouge	398.6	.1623	28.5	15.1	20.0	18.6	18.5	141.0
• Baton Rouge	245.2	.0998	29.2	17.2	18.5	17.2	22.0	90.8
Livingston	74.3	.0303	28.8	10.6	19.2	20.3	17.9	24.3
West Baton Rouge	21.2	.0087	28.4	12.5	16.6	18.6	20.5	6.6
SUBURBAN TOTAL	308.5	.1257	28.1	11.5	20.4	20.2	15.7	100.4
HOUMA - THIBODAUX	**187.9**	**.0766**	**27.8**	**13.0**	**17.8**	**19.1**	**18.0**	**61.8**
Lafourche	88.0	.0359	28.1	13.6	17.1	19.1	19.2	28.8
• Thibodaux	17.0	.0069	27.2	21.8	16.0	15.2	22.4	5.9
Terrebonne	99.9	.0407	27.5	12.4	18.4	19.1	17.0	33.0
• Houma	33.3	.0136	29.2	12.6	17.5	17.9	22.0	11.9
SUBURBAN TOTAL	137.6	.0561	27.5	11.9	18.1	19.9	16.5	44.0
LAFAYETTE	**218.9**	**.0891**	**28.3**	**14.4**	**19.0**	**18.9**	**18.3**	**76.5**
Lafayette	172.2	.0701	28.3	15.0	19.8	19.0	17.7	61.7
• Lafayette	96.7	.0394	28.9	17.0	19.2	17.6	20.6	35.8
St. Martin	46.7	.0190	28.1	11.8	16.0	18.5	20.4	14.8
SUBURBAN TOTAL	122.2	.0497	27.8	12.3	19.0	19.9	16.3	40.7
LAKE CHARLES	**173.9**	**.0708**	**30.3**	**11.9**	**17.4**	**19.6**	**22.2**	**61.2**
Calcasieu	173.9	.0708	30.3	11.9	17.4	19.6	22.2	61.2
• Lake Charles	74.7	.0304	30.8	13.2	17.2	17.9	24.9	27.5
SUBURBAN TOTAL	99.2	.0404	29.9	11.0	17.4	20.9	20.2	33.7
MONROE	**144.8**	**.0590**	**29.8**	**12.8**	**16.3**	**18.4**	**23.1**	**51.2**
Ouachita	144.8	.0590	29.8	12.8	16.3	18.4	23.1	51.2
• Monroe	56.5	.0230	28.9	15.2	15.1	14.7	26.1	20.0

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALEXANDRIA	**779,731**	**183,390**	**53,724**	**111,475**	**36,619**	**142,408**	**29,448**
Rapides	779,731	183,390	53,724	111,475	36,619	142,408	29,448
• Alexandria	598,055	113,332	40,669	93,735	25,333	127,471	20,195
SUBURBAN TOTAL	181,676	70,058	13,055	17,740	11,286	14,937	9,253
BATON ROUGE	**3,288,374**	**838,065**	**276,339**	**436,220**	**201,797**	**578,515**	**107,918**
Ascension	261,185	77,023	14,189	10,567	12,078	76,019	8,892
East Baton Rouge	2,779,385	667,711	251,276	402,514	184,312	467,417	89,051
• Baton Rouge	2,348,569	465,545	225,996	384,014	156,633	416,956	73,054
Livingston	181,137	66,264	7,909	21,587	5,252	32,165	8,368
West Baton Rouge	66,667	27,067	2,965	1,552	155	2,914	1,607
SUBURBAN TOTAL	939,805	372,520	50,343	52,206	45,164	161,559	34,864
HOUMA - THIBODAUX	**1,088,200**	**276,180**	**146,823**	**125,492**	**49,717**	**208,420**	**42,714**
Lafourche	387,041	114,543	17,930	34,956	20,268	89,096	25,060
• Thibodaux	166,525	34,296	10,484	12,341	8,626	49,937	12,387
Terrebonne	701,159	161,637	128,893	90,536	29,449	119,324	17,654
• Houma	495,779	129,278	58,927	60,051	23,098	101,156	15,208
SUBURBAN TOTAL	426,396	112,606	77,412	53,100	17,993	57,327	15,119
LAFAYETTE	**1,614,278**	**316,449**	**167,809**	**238,790**	**78,706**	**296,183**	**44,740**
Lafayette	1,504,758	277,829	160,398	224,352	76,177	277,679	40,350
• Lafayette	1,458,390	264,472	155,903	224,227	74,833	273,314	38,800
St. Martin	109,520	38,620	7,411	14,438	2,529	18,504	4,390
SUBURBAN TOTAL	155,888	51,977	11,906	14,563	3,873	22,869	5,940
LAKE CHARLES	**1,053,851**	**289,075**	**75,511**	**114,005**	**53,314**	**173,156**	**49,026**
Calcasieu	1,053,851	289,075	75,511	114,005	53,314	173,156	49,026
• Lake Charles	723,443	158,659	59,582	92,132	40,757	132,721	35,931
SUBURBAN TOTAL	330,408	130,416	15,929	21,873	12,557	40,435	13,095
MONROE	**821,622**	**192,385**	**72,128**	**103,801**	**48,540**	**156,398**	**33,082**
Ouachita	821,622	192,385	72,128	103,801	48,540	156,398	33,082
• Monroe	556,520	100,350	46,989	80,710	34,627	134,214	19,120

LA. (cont.) POPULATION—12/31/87 RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
SUBURBAN TOTAL	88.3	.0360	30.3	11.3	17.2	20.8	21.1	31.2	265,102	92,035	25,139	23,091	13,913	22,184	13,962
NEW ORLEANS	**1,337.4**	**.5443**	**30.6**	**11.4**	**19.0**	**19.2**	**22.4**	**492.0**	**8,852,525**	**2,227,024**	**979,594**	**985,546**	**514,174**	**1,450,603**	**406,078**
Jefferson	475.1	.1934	30.2	11.3	20.1	20.6	19.8	174.5	4,073,882	947,487	347,221	550,503	274,531	813,604	165,648
Kenner	74.5	.0303	27.8	10.9	24.0	20.5	12.3	25.0	376,808	99,600	43,847	21,839	9,425	84,999	15,752
Orleans	557.7	.2270	31.3	12.1	18.5	17.1	26.0	214.5	3,583,720	858,104	537,598	286,497	192,195	494,861	174,086
• New Orleans	557.7	.2270	31.3	12.1	18.5	17.1	26.0	214.5	3,583,720	858,104	537,598	286,497	192,195	494,861	174,086
St. Bernard	69.9	.0284	30.9	11.2	17.8	20.2	22.5	24.0	294,713	126,950	20,540	37,553	14,066	12,206	21,066
St. Charles	44.2	.0180	28.5	11.7	17.9	20.3	18.0	14.7	85,392	34,230	4,826	9,599	2,567	10,319	3,954
St. John the Baptist	41.3	.0168	27.6	11.7	18.7	19.1	17.1	12.8	164,496	69,104	10,909	35,429	4,571	6,457	13,306
St. Tammany	149.2	.0607	30.7	9.0	18.5	22.1	19.9	51.5	650,322	191,149	58,500	65,965	26,244	113,156	28,018
• Slidell	36.9	.0150	30.4	7.9	19.5	24.2	16.9	12.2	347,978	87,547	36,996	38,574	16,456	68,052	14,956
SUBURBAN TOTAL	742.8	.3023	30.1	11.0	19.5	20.6	19.9	265.3	4,920,827	1,281,373	405,000	660,475	305,523	887,690	217,036
SHREVEPORT	**365.9**	**.1490**	**31.1**	**11.2**	**17.5**	**19.1**	**24.0**	**134.7**	**2,151,547**	**487,356**	**179,656**	**259,499**	**116,869**	**435,448**	**72,944**
Bossier	92.0	.0374	29.2	12.7	18.5	21.6	17.7	32.2	479,938	108,372	41,610	63,113	9,418	95,819	10,449
• Bossier City	58.8	.0239	28.4	14.4	18.9	21.1	16.4	20.6	429,842	81,534	37,751	56,041	8,790	92,966	9,826
Caddo	273.9	.1116	31.7	10.6	17.2	18.4	26.0	102.5	1,671,609	378,984	138,046	196,386	107,451	339,629	62,495
• Shreveport	221.3	.0901	31.5	10.8	17.3	17.8	26.2	83.5	1,530,163	353,853	131,163	174,116	102,816	311,297	58,896
SUBURBAN TOTAL	85.8	.0350	31.9	9.9	16.7	21.5	23.3	30.6	191,542	51,969	10,742	29,342	5,263	31,185	4,222
OTHER COUNTIES															
Acadia	60.0	.0244	30.3	10.6	14.7	18.3	24.7	20.1	218,567	56,458	16,017	19,669	9,910	44,346	17,133
Allen	22.5	.0092	33.8	8.8	13.9	18.6	29.8	7.5	81,439	22,288	2,764	17,244	1,568	16,748	4,261
Assumption	22.8	.0093	27.9	11.7	16.0	17.9	20.8	6.9	56,168	19,784	1,715	7,911	1,970	12,637	2,289
Avoyelles	43.2	.0176	32.8	9.3	13.8	17.9	29.0	14.7	119,712	36,272	5,054	17,671	4,241	28,718	10,457
Beauregard	33.0	.0134	30.5	10.5	16.8	20.0	22.5	11.0	152,182	43,991	6,227	8,718	8,828	35,836	3,368
Bienville	17.1	.0070	35.6	8.9	13.3	17.5	33.2	6.2	59,408	18,756	1,685	4,401	1,710	11,568	2,057
Caldwell	12.1	.0049	34.2	8.8	14.0	18.8	30.1	4.6	25,482	7,066	1,176	2,283	358	4,790	738
Cameron	9.7	.0039	29.9	12.6	15.2	19.2	23.0	3.4	25,890	15,866	1,626	860	119	730	734
Catahoula	12.9	.0053	31.6	10.3	14.6	18.3	26.7	4.5	34,473	6,484	1,080	2,824	1,759	7,724	3,250
Claiborne	18.3	.0074	36.8	8.6	12.6	16.2	35.8	6.4	55,709	17,966	2,017	9,283	1,571	9,888	2,161
Concordia	23.5	.0096	31.0	10.1	14.7	19.1	25.0	8.2	95,151	33,638	6,424	11,586	3,935	18,493	2,736
De Soto	28.5	.0116	33.6	9.4	14.3	17.6	30.4	10.1	101,188	30,157	2,948	18,185	2,516	20,912	4,504
East Carroll	11.2	.0045	27.8	10.1	13.0	14.5	26.2	3.7	27,863	9,082	885	1,286	361	2,902	2,135
East Feliciana	21.5	.0088	30.9	11.5	16.8	18.3	24.8	5.9	28,987	10,418	1,548	1,113	466	4,968	1,309
Evangeline	35.4	.0144	31.3	10.0	13.9	18.2	26.6	12.2	116,348	38,249	2,821	11,471	5,642	17,606	7,503
Franklin	23.8	.0097	33.0	8.9	13.4	17.3	30.0	8.4	143,391	66,057	3,634	20,687	1,762	24,576	3,395
Grant	18.3	.0075	34.3	8.5	14.0	18.7	30.3	6.5	21,227	8,610	351	631	104	8,006	1,125
Iberia	69.0	.0280	29.1	11.8	16.1	18.9	21.6	22.5	389,960	100,017	41,671	25,880	24,141	83,026	20,693
Iberville	34.1	.0139	29.3	12.8	16.8	17.3	23.2	10.5	168,912	51,439	8,064	14,161	4,595	51,725	6,147
Jackson	18.3	.0075	35.3	8.6	13.5	18.2	32.2	6.9	47,046	10,329	2,412	10,659	2,115	4,261	2,648
Jefferson Davis	33.2	.0135	30.5	10.6	14.6	18.5	24.9	11.1	143,426	37,464	5,526	7,694	3,627	36,367	9,543
La Salle	17.2	.0070	34.0	9.4	14.9	18.8	29.6	6.2	50,461	14,740	2,635	2,819	1,330	18,125	1,714
Lincoln	43.2	.0175	25.4	27.8	13.4	15.1	22.1	14.0	171,843	40,224	15,029	17,065	5,360	41,303	5,181
Madison	15.5	.0063	29.6	9.4	13.1	15.2	27.7	5.8	30,710	6,582	2,257	1,522	1,094	12,413	2,097
Morehouse	37.4	.0152	31.9	9.4	14.1	17.2	28.5	13.0	144,669	35,166	6,429	21,592	2,847	43,621	5,041
Natchitoches	41.1	.0168	30.3	13.9	14.7	16.6	26.5	14.3	165,915	49,916	8,089	19,219	7,336	30,322	7,976

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LA. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Plaquemines	26.5	.0108	28.2	12.4	17.0	20.4	18.0	8.2	108,315	40,764	18,856	3,830	2,658	11,557	5,827
Pointe Coupee	24.7	.0100	30.6	10.8	15.8	17.9	25.1	8.4	94,892	31,738	2,704	6,123	4,063	28,940	3,640
Red River	10.8	.0044	32.9	9.3	13.9	16.9	30.0	3.8	31,242	11,717	1,565	2,591	712	4,707	1,732
Richland	22.7	.0092	32.8	9.3	13.3	16.8	30.3	7.8	139,299	26,819	3,112	11,220	5,286	38,352	5,084
Sabine	28.3	.0116	35.1	8.5	13.4	18.6	31.6	10.4	92,869	35,461	2,952	8,552	2,000	31,082	1,691
St. Helena	10.2	.0042	29.6	10.3	14.6	16.9	25.1	3.2	7,139	2,750	133		131	1,687	425
St. James	22.5	.0091	28.0	12.6	16.3	18.2	20.4	6.7	52,370	21,657	2,628	2,225	6,144	6,906	2,008
St. Landry	88.5	.0361	30.2	10.6	14.5	18.2	24.8	30.1	383,087	108,868	14,547	35,633	19,398	75,615	26,456
St. Mary	64.3	.0262	28.2	12.1	17.2	19.4	18.9	20.8	378,724	107,481	46,714	30,959	15,110	68,918	14,508
Tangipahoa	91.5	.0373	29.0	13.5	16.0	17.5	23.0	30.9	544,671	153,195	38,408	66,044	17,858	121,976	15,511
Tensas	8.5	.0034	32.4	8.6	13.1	14.6	32.0	2.9	28,331	10,315	685	2,073	1,302	6,717	419
Union	23.0	.0093	35.2	8.8	14.0	18.6	31.6	8.0	57,367	14,516	1,157	5,082	1,256	20,234	4,154
Vermilion	53.4	.0218	31.2	10.7	14.9	18.4	25.9	18.7	211,036	76,609	7,050	15,120	4,734	43,032	12,923
Vernon	60.6	.0247	24.7	22.7	18.4	16.0	14.5	18.0	173,778	44,165	20,472	17,871	4,011	32,721	3,800
Washington	48.0	.0195	33.3	9.8	14.4	18.1	29.5	16.8	154,618	48,043	7,041	13,471	6,700	26,122	7,813
Webster	46.0	.0187	35.0	9.4	14.4	19.1	30.8	17.2	237,369	87,070	8,496	26,017	8,826	46,114	7,167
West Carroll	13.1	.0053	34.6	8.3	13.6	19.0	30.5	4.7	50,610	17,583	1,156	6,929	879	11,956	1,348
West Feliciana	13.5	.0055	30.6	15.6	28.6	20.5	16.8	2.6	20,528	5,442	1,634	2,062	290	4,908	437
Winn	17.2	.0070	33.9	8.6	14.6	17.8	30.6	6.2	68,385	13,957	2,775	10,888	1,205	18,338	2,774
TOTAL METRO COUNTIES	**3,121.7**	**1.2710**	**29.9**	**12.2**	**18.5**	**19.1**	**21.5**	**1,117.4**	**19,650,128**	**4,809,924**	**1,951,584**	**2,374,828**	**1,099,736**	**3,441,131**	**785,950**
TOTAL STATE	**4,517.8**	**1.8393**	**30.1**	**12.1**	**17.4**	**18.8**	**22.6**	**1,587.4**	**25,160,885**	**6,455,093**	**2,283,753**	**2,917,952**	**1,301,564**	**4,632,624**	**1,033,862**

LA.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALEXANDRIA	**1,305,604**	**18,624**	**26.1**	**25.0**	**12.4**	**9.5**	**.0468**
Rapides	1,305,604	18,624	26.1	25.0	12.4	9.5	.0468
• Alexandria	497,683	16,629	26.6	22.1	10.7	9.5	.0236
SUBURBAN TOTAL	807,921	20,011	25.7	27.1	13.5	9.4	.0232
BATON ROUGE	**6,058,628**	**24,962**	**20.4**	**24.9**	**18.9**	**14.8**	**.2037**
Ascension	585,180	26,387	19.0	24.2	22.2	12.9	.0191
East Baton Rouge	4,528,083	24,629	20.9	24.4	18.3	15.4	.1571
• Baton Rouge	2,739,263	20,471	23.7	22.8	14.0	14.1	.1082
Livingston	731,856	25,680	19.6	28.3	20.0	12.2	.0210
West Baton Rouge	213,509	25,693	18.9	24.4	18.8	16.6	.0065
SUBURBAN TOTAL	3,326,365	29,035	17.5	26.7	23.4	15.4	.0955
HOUMA - THIBODAUX	**1,976,193**	**25,896**	**19.6**	**29.0**	**18.9**	**13.6**	**.0673**
Lafourche	890,413	24,568	20.7	29.5	17.8	12.2	.0286
• Thibodaux	166,522	19,992	23.7	25.0	13.2	11.8	.0072
Terrebonne	1,085,780	27,126	18.7	28.5	19.9	14.8	.0387
• Houma	383,799	24,776	19.8	26.5	17.2	15.0	.0183
SUBURBAN TOTAL	1,425,872	26,862	18.7	30.2	20.2	13.4	.0418
LAFAYETTE	**2,431,376**	**24,123**	**21.7**	**26.9**	**16.5**	**14.5**	**.0871**
Lafayette	2,032,077	24,858	22.0	26.5	16.8	15.7	.0749
• Lafayette	1,160,815	22,362	23.5	24.6	14.5	15.5	.0543
St. Martin	399,299	21,621	21.0	28.5	15.3	9.5	.0122
SUBURBAN TOTAL	1,270,561	25,504	20.3	29.0	18.2	13.6	.0328
LAKE CHARLES	**1,871,100**	**25,315**	**20.6**	**28.1**	**18.8**	**12.7**	**.0638**
Calcasieu	1,871,100	25,315	20.6	28.1	18.8	12.7	.0638
• Lake Charles	801,488	22,528	22.4	26.6	16.5	11.9	.0326
SUBURBAN TOTAL	1,069,612	27,524	19.1	29.3	20.7	13.3	.0312
MONROE	**1,341,971**	**18,566**	**23.5**	**24.2**	**13.9**	**9.2**	**.0487**
Ouachita	1,341,971	18,566	23.5	24.2	13.9	9.2	.0487
• Monroe	482,860	13,873	24.4	18.7	9.9	9.0	.0230
SUBURBAN TOTAL	859,111	21,745	22.9	27.7	16.5	9.3	.0257
NEW ORLEANS	**14,700,653**	**22,387**	**22.1**	**25.7**	**15.7**	**13.2**	**.5101**
Jefferson	5,813,063	27,412	20.5	30.1	19.7	15.1	.2085
Kenner	851,500	28,699	19.2	31.6	21.6	15.5	.0267
Orleans	5,567,293	16,465	24.8	21.0	10.5	10.9	.2019
• New Orleans	5,567,293	16,465	24.8	21.0	10.5	10.9	.2019
St. Bernard	684,750	24,739	23.2	33.1	19.0	8.6	.0221
St. Charles	457,409	27,158	16.8	28.5	22.2	13.0	.0123
St. John the Baptist	427,981	28,626	16.9	24.9	22.5	17.0	.0132
St. Tammany	1,750,167	27,379	18.8	25.9	18.9	17.9	.0521
• Slidell	458,354	33,534	13.4	26.7	24.9	22.4	.0169

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
SUBURBAN TOTAL	8,675,016	26,902	20.3	29.4	19.5	14.7	.2913
SHREVEPORT	**4,013,013**	**21,743**	**23.7**	**26.8**	**14.8**	**12.2**	**.1342**
Bossier	844,036	20,627	27.1	29.7	15.0	6.9	.0299
• Bossier City	540,235	20,678	29.2	30.5	14.9	6.0	.0216
Caddo	3,168,977	22,152	22.6	25.8	14.8	13.9	.1043
• Shreveport	2,558,023	21,665	23.0	25.4	14.2	13.9	.0877
SUBURBAN TOTAL	914,755	22,891	21.9	28.1	16.4	11.8	.0249
OTHER COUNTIES							
Acadia	513,939	18,042	24.0	24.9	12.2	8.9	.0171
Allen	157,826	15,578	21.8	24.9	11.4	4.9	.0058
Assumption	181,134	20,333	22.7	25.7	14.6	10.3	.0058
Avoyelles	271,461	12,541	27.6	19.3	6.7	4.3	.0100
Beauregard	289,243	19,265	23.1	25.3	13.3	9.8	.0102
Bienville	133,889	14,724	23.2	22.3	10.3	6.7	.0047
Caldwell	97,327	13,723	25.1	19.8	9.5	5.9	.0029
Cameron	101,237	23,018	23.0	24.7	17.3	12.9	.0029
Catahoula	87,627	12,394	26.1	17.6	7.5	5.8	.0032
Claiborne	157,697	16,905	22.7	22.9	12.0	9.8	.0050
Concordia	186,755	15,545	22.5	21.8	12.7	6.9	.0067
De Soto	224,254	15,062	24.7	21.5	10.4	6.8	.0078
East Carroll	57,075	8,662	23.1	11.9	5.7	4.5	.0023
East Feliciana	162,514	20,550	22.7	27.3	13.6	10.3	.0049
Evangeline	258,582	14,033	23.0	22.2	9.3	6.1	.0091
Franklin	145,326	11,419	26.3	18.0	6.2	3.9	.0070
Grant	151,054	16,719	23.6	22.5	12.4	8.3	.0042
Iberia	693,749	24,016	20.5	29.0	17.7	11.9	.0241
Iberville	329,481	22,202	20.4	20.4	16.1	17.0	.0112
Jackson	151,704	15,785	24.3	22.2	13.2	5.2	.0048
Jefferson Davis	265,542	18,356	22.3	27.2	12.7	6.8	.0097
La Salle	160,310	18,492	23.3	23.2	14.6	9.2	.0049
Lincoln	417,181	19,642	23.3	21.9	13.4	14.0	.0134
Madison	92,766	9,542	26.9	13.6	3.7	4.1	.0033
Morehouse	257,316	12,369	22.8	19.2	9.1	5.9	.0099
Natchitoches	300,847	14,144	25.1	21.9	8.2	6.5	.0112
Plaquemines	233,987	23,634	21.5	28.3	16.5	11.9	.0079
Pointe Coupee	220,081	18,261	20.6	21.2	15.0	10.6	.0073
Red River	87,826	16,471	23.3	21.2	11.3	9.4	.0029
Richland	140,329	10,903	22.5	19.2	7.1	3.9	.0067
Sabine	242,813	16,865	25.7	23.8	10.6	7.8	.0080
St. Helena	78,911	16,200	27.4	19.1	10.0	10.9	.0023
St. James	225,177	28,247	17.5	19.6	20.5	20.4	.0064
St. Landry	664,947	15,540	23.3	23.4	10.8	6.5	.0250
St. Mary	622,152	23,828	21.6	29.2	16.2	12.0	.0223
Tangipahoa	805,293	17,436	25.3	21.8	13.3	9.5	.0306

METRO & COUNTY TOTALS

LA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Tensas	47,736	9,378	24.6	13.1	5.4	5.0	.0020
Union	195,478	17,242	23.8	25.4	11.2	7.9	.0060
Vermilion	495,323	19,070	23.8	24.1	13.5	10.7	.0162
Vernon	444,374	15,298	35.5	23.2	8.6	4.8	.0153
Washington	365,845	15,187	25.1	22.1	10.5	6.7	.0126
Webster	458,233	19,442	22.0	24.3	14.1	10.6	.0154
West Carroll	80,781	10,467	23.2	16.0	6.7	5.5	.0031
West Feliciana	96,716	19,778	19.2	19.9	13.1	16.7	.0030
Winn	121,198	13,625	25.0	20.7	8.7	6.5	.0047
TOTAL METRO COUNTIES	**33,698,548**	**22,791**	**22.0**	**26.0**	**16.3**	**13.1**	**1.1617**
TOTAL STATE	**45,171,584**	**20,968**	**22.6**	**25.0**	**15.0**	**11.8**	**1.5615**

Maine

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)
BANGOR	**139.1**	**.0566**	**31.0**	**14.4**	**17.1**	**19.1**	**24.1**	**48.9**
Penobscot	139.1	.0566	31.0	14.4	17.1	19.1	24.1	48.9
• Bangor	30.2	.0123	32.1	15.9	16.9	16.9	27.6	11.7
SUBURBAN TOTAL	108.9	.0443	30.7	14.2	16.7	19.7	23.0	37.2
LEWISTON - AUBURN	**101.0**	**.0411**	**32.7**	**10.9**	**16.3**	**18.7**	**27.6**	**37.7**
Androscoggin	101.0	.0411	32.7	10.9	16.3	18.7	27.6	37.7
• Auburn	23.0	.0094	34.4	10.9	15.1	19.1	27.8	8.8
• Lewiston	39.2	.0160	34.1	12.8	14.2	17.8	32.1	15.3
SUBURBAN TOTAL	38.8	.0157	30.4	9.6	18.8	19.6	21.8	13.6
PORTLAND	**230.8**	**.0940**	**33.3**	**10.9**	**18.0**	**19.2**	**27.7**	**89.4**
Cumberland	230.8	.0940	33.3	10.9	18.0	19.2	27.7	89.4
• Portland	63.5	.0259	33.9	12.1	18.9	15.8	32.1	27.9
SUBURBAN TOTAL	167.3	.0681	33.0	10.4	17.7	20.5	26.0	61.5
OTHER COUNTIES								
Aroostook	86.9	.0354	30.8	11.7	16.8	18.9	24.0	29.8
Franklin	29.2	.0118	32.2	11.8	15.9	19.7	26.0	10.8
Hancock	45.4	.0185	34.9	9.3	17.1	19.0	30.9	17.8
Kennebec	115.4	.0470	33.0	10.6	16.7	19.6	27.1	42.9
Knox	35.2	.0143	36.0	8.2	16.9	18.6	32.7	13.8
Lincoln	28.9	.0118	35.8	7.5	16.6	19.5	31.6	11.0
Oxford	50.7	.0207	34.7	8.5	15.7	19.3	30.3	19.2
Piscataquis	18.2	.0074	34.7	8.7	15.4	19.1	30.4	6.6
Sagadahoc	33.7	.0137	32.0	9.7	18.5	20.0	24.5	12.4
Somerset	46.9	.0191	33.2	8.5	16.3	19.8	27.3	16.7
Waldo	31.3	.0127	32.4	9.1	17.7	19.3	26.1	11.5
Washington	35.6	.0145	34.3	9.4	15.4	16.4	30.5	13.3
York	163.6	.0666	33.1	9.6	17.8	19.0	27.5	61.5
TOTAL METRO COUNTIES	**470.9**	**.1917**	**32.5**	**12.0**	**17.4**	**19.1**	**26.6**	**176.0**
TOTAL STATE	**1,191.8**	**.4852**	**32.9**	**10.6**	**17.1**	**19.1**	**27.3**	**443.3**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish./Appliance ($000)	Auto-motive ($000)	Drug ($000)
BANGOR	**1,089,877**	**216,657**	**86,307**	**122,001**	**35,893**	**282,621**	**28,726**
Penobscot	1,089,877	216,657	86,307	122,001	35,893	282,621	28,726
• Bangor	562,055	80,180	52,464	93,078	19,781	162,611	11,585
SUBURBAN TOTAL	527,822	136,477	33,843	28,923	16,112	120,010	17,141
LEWISTON - AUBURN	**725,665**	**183,539**	**52,542**	**80,557**	**16,335**	**174,420**	**18,231**
Androscoggin	725,665	183,539	52,542	80,557	16,335	174,420	18,231
• Auburn	289,062	54,764	14,024	27,803	3,909	121,170	6,345
• Lewiston	305,108	87,315	29,529	49,800	10,927	29,434	7,560
SUBURBAN TOTAL	131,495	41,460	8,989	2,954	1,499	23,816	4,326
PORTLAND	**2,774,498**	**523,257**	**255,876**	**265,869**	**71,694**	**520,287**	**73,773**
Cumberland	2,774,498	523,257	255,876	265,869	71,694	520,287	73,773
• Portland	815,763	179,204	106,880	37,655	28,222	181,447	27,873
SUBURBAN TOTAL	1,958,735	344,053	148,996	228,214	43,472	338,840	45,900
OTHER COUNTIES							
Aroostook	500,961	120,829	32,994	52,522	13,672	107,209	17,990
Franklin	141,826	25,139	16,496	8,087	5,219	34,414	4,760
Hancock	329,426	64,824	31,561	26,954	7,108	68,040	10,289
Kennebec	888,437	167,714	75,715	101,422	26,680	244,964	20,969
Knox	241,640	39,504	20,525	17,841	9,397	52,468	10,369
Lincoln	193,915	37,017	16,369	2,919	5,249	36,818	5,015
Oxford	286,673	67,278	17,014	17,012	8,523	73,314	10,597
Piscataquis	109,122	28,176	4,946	6,937	1,757	22,089	3,752
Sagadahoc	179,219	49,851	14,360	4,372	3,360	54,462	5,491
Somerset	275,847	81,301	21,112	12,619	13,820	54,382	10,773
Waldo	104,132	26,937	12,031	6,085	4,001	19,131	3,267
Washington	147,716	52,860	14,559	9,354	6,872	21,784	6,177
York	953,618	207,006	113,929	44,872	34,278	202,573	27,921
TOTAL METRO COUNTIES	**4,590,040**	**923,453**	**394,725**	**468,427**	**123,922**	**977,328**	**120,730**
TOTAL STATE	**8,942,572**	**1,912,489**	**786,336**	**779,423**	**263,858**	**1,968,976**	**258,100**

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MAINE

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
BANGOR	**1,553,120**	**23,904**	**24.6**	**27.8**	**17.5**	**12.7**	**.0568**
Penobscot	1,553,120	23,904	24.6	27.8	17.5	12.7	.0568
• Bangor	366,608	21,379	27.1	26.0	14.1	12.9	.0191
SUBURBAN TOTAL	1,186,512	24,755	23.8	28.5	18.5	12.6	.0377
LEWISTON - AUBURN	**1,155,444**	**23,166**	**25.5**	**29.3**	**16.3**	**11.5**	**.0405**
Androscoggin	1,155,444	23,166	25.5	29.3	16.3	11.5	.0405
• Auburn	271,762	22,762	25.0	27.9	15.5	12.6	.0117
• Lewiston	451,396	21,168	27.9	27.4	14.5	10.8	.0162
SUBURBAN TOTAL	432,286	25,319	23.2	32.3	18.9	11.6	.0126
PORTLAND	**3,234,442**	**26,830**	**21.9**	**27.4**	**18.4**	**17.8**	**.1232**
Cumberland	3,234,442	26,830	21.9	27.4	18.4	17.8	.1232
• Portland	864,203	21,692	26.2	25.5	14.6	13.3	.0345
SUBURBAN TOTAL	2,370,239	29,316	19.9	28.3	20.1	19.8	.0887
OTHER COUNTIES							
Aroostook	854,061	21,082	28.1	30.2	13.0	9.5	.0300
Franklin	346,764	23,902	25.2	27.6	17.6	13.4	.0105
Hancock	530,892	22,228	26.9	28.9	15.1	11.0	.0184
Kennebec	1,386,650	24,701	23.7	29.8	17.4	13.3	.0483
Knox	369,308	19,035	31.1	27.3	12.2	7.9	.0134
Lincoln	362,272	24,801	22.8	29.0	16.9	14.7	.0117
Oxford	554,386	21,684	27.5	30.0	14.6	9.7	.0184
Piscataquis	174,407	20,649	30.9	29.6	16.0	5.9	.0063
Sagadahoc	364,964	22,723	26.2	31.4	16.0	9.5	.0119
Somerset	426,213	18,960	29.8	29.8	11.6	6.1	.0157
Waldo	303,088	20,104	29.4	30.1	13.3	6.8	.0094
Washington	339,073	18,119	30.1	25.5	11.7	8.0	.0111
York	2,043,614	25,903	22.2	30.4	19.8	13.1	.0637
TOTAL METRO COUNTIES	**5,943,006**	**25,168**	**23.4**	**28.0**	**17.7**	**15.0**	**.2205**
TOTAL STATE	**13,998,698**	**23,611**	**25.0**	**28.9**	**16.6**	**12.5**	**.4893**

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Maryland

S&MM ESTIMATES

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BALTIMORE	**2,333.6**	**.9501**	**32.9**	**11.1**	**18.5**	**21.0**	**25.0**	**849.6**	**15,247,372**	**2,908,229**	**1,464,496**	**1,688,001**	**755,547**	**3,368,543**	**538,119**
Anne Arundel	424.6	.1729	31.4	12.1	19.4	23.1	19.9	144.3	2,730,542	472,296	236,153	309,278	140,850	747,145	64,974
• Annapolis	34.6	.0141	32.5	12.1	20.3	18.9	26.0	14.1	530,563	47,077	48,740	35,398	26,213	196,528	15,372
Baltimore	675.9	.2751	34.4	11.1	18.3	21.0	27.8	260.1	6,105,991	1,105,630	441,598	948,541	332,019	1,359,682	201,174
Baltimore city	757.9	.3086	33.0	11.7	17.3	17.6	29.0	281.8	3,971,947	827,452	585,183	213,941	189,025	643,944	197,080
• Baltimore	757.9	.3086	33.0	11.7	17.3	17.6	29.0	281.8	3,971,947	827,452	585,183	213,941	189,025	643,944	197,080
Carroll	118.1	.0481	32.7	9.4	18.4	23.6	22.1	39.4	538,668	124,778	40,579	29,841	14,596	172,476	21,442
Harford	165.5	.0674	31.2	10.2	18.6	24.0	19.0	55.7	971,038	205,950	80,417	91,942	31,278	267,631	34,281
Howard	160.2	.0652	31.7	8.3	21.4	27.0	16.0	57.4	810,300	132,791	68,330	92,940	44,945	158,219	16,380
Queen Anne's	31.4	.0128	34.7	9.1	16.9	20.6	28.9	10.9	118,886	39,332	12,236	1,518	2,834	19,446	2,788
SUBURBAN TOTAL	1,541.1	.6274	32.8	10.7	18.9	22.7	23.1	553.7	10,744,862	2,033,700	830,573	1,438,662	540,309	2,528,071	325,667

METRO & COUNTY TOTALS

MD. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CUMBERLAND	**103.8**	**.0423**	**36.1**	**10.4**	**14.4**	**19.4**	**32.1**	**39.2**	**577,543**	**119,060**	**49,865**	**103,432**	**27,274**	**97,429**	**28,091**
Allegany	76.1	.0310	37.3	10.7	13.7	19.3	33.9	28.9	515,721	103,008	44,808	97,733	24,426	83,667	24,584
• Cumberland	23.6	.0096	41.2	8.7	13.4	17.0	40.4	10.0	227,493	50,284	12,609	29,680	11,876	42,829	10,025
Mineral, W. Va.	*27.7*	*.0113*	*33.4*	*9.3*	*16.4*	*20.0*	*27.3*	*10.3*	*61,822*	*16,052*	*5,057*	*5,699*	*2,848*	*13,762*	*3,507*
SUBURBAN TOTAL	80.2	.0327	34.9	10.9	14.6	20.2	29.7	29.2	350,050	68,776	37,256	73,752	15,398	54,600	18,066
HAGERSTOWN	**114.8**	**.0467**	**34.0**	**11.2**	**17.1**	**20.3**	**28.0**	**41.3**	**732,971**	**125,212**	**39,582**	**82,379**	**34,894**	**134,187**	**30,821**
Washington	114.8	.0467	34.0	11.2	17.1	20.3	28.0	41.3	732,971	125,212	39,582	82,379	34,894	134,187	30,821
• Hagerstown	33.5	.0136	35.5	11.3	16.5	17.0	33.6	14.0	383,114	61,610	22,598	33,945	16,228	85,551	18,667
SUBURBAN TOTAL	81.3	.0331	33.4	11.2	17.4	21.6	25.7	27.3	349,857	63,602	16,984	48,434	18,666	48,636	12,154
OTHER COUNTIES															
☐ Calvert	45.8	.0187	31.2	8.4	18.8	21.7	21.1	15.0	116,823	36,272	15,996	7,623	2,321	16,315	4,794
Caroline	25.1	.0102	34.5	9.2	15.8	19.4	29.8	9.1	59,405	21,612	2,655	1,808	1,873	13,168	3,612
☐ Cecil	68.9	.0280	32.0	9.4	17.3	21.4	23.4	23.6	332,509	60,581	25,883	16,837	7,784	74,739	8,306
☐ Charles	93.2	.0380	29.4	9.6	18.5	24.1	15.5	28.9	340,509	95,607	26,418	10,426	11,566	66,977	45.431
Dorchester	30.8	.0125	37.0	9.2	15.1	19.1	33.5	11.5	190,301	34,712	9,331	6,606	5,506	26,681	9,129
☐ Frederick	137.2	.0559	31.6	10.2	19.4	21.8	21.6	46.5	824,014	185,119	67,288	91,359	34,340	186,294	18,965
• Frederick	34.5	.0140	32.4	12.6	20.6	16.5	28.1	13.6	572,835	147,648	42,727	75,005	23,800	123,663	13,576
Garrett	28.1	.0114	32.5	9.8	15.9	19.7	26.4	9.7	146,811	26,979	8,308	12,570	5,053	48,302	8,173
Kent	17.1	.0070	35.9	12.7	14.5	18.6	32.5	6.5	100,409	31,501	10,389	7,184	2,120	19,572	2,776
☐ Montgomery	681.6	.2775	34.2	9.2	18.6	24.2	24.2	257.4	6,468,215	1,177,331	502,057	779,976	530,122	1,664,052	206,006
Rockville	49.0	.0199	32.2	10.0	19.2	24.8	19.7	17.0	788,703	142,429	69,448	44,683	97,494	225,974	16,533
☐ Prince George's	685.4	.2790	30.0	13.2	20.8	22.7	16.9	243.3	5,618,104	1,027,663	491,572	636,368	307,513	1,422,639	184,544
St. Mary's	69.1	.0281	28.6	13.0	19.1	20.0	17.7	23.1	243,706	63,267	26,024	11,010	12,795	48,258	10,045
Somerset	19.6	.0080	35.4	11.9	14.0	17.6	32.9	6.9	63,933	31,320	4,046	1,609	1,421	7,193	4,433
Talbot	27.6	.0113	38.8	8.7	15.1	19.0	36.3	11.3	258,885	49,556	25,346	4,852	11,321	57,672	10,306
Wicomico	71.4	.0291	33.6	11.6	16.8	20.1	27.6	26.5	608,605	95,119	49,614	79,614	36,475	156,693	13,482
Worcester	37.2	.0151	35.7	9.9	16.2	19.4	31.6	14.7	372,295	68,687	90,145	16,846	17,294	71,987	14,652
TOTAL METRO COUNTIES	**4,236.6**	**1.7249**	**32.5**	**11.0**	**18.7**	**21.9**	**23.4**	**1,534.5**	**30,196,238**	**5,719,022**	**2,678,100**	**3,410,702**	**1,708,513**	**7,017,413**	**1,061,570**
TOTAL STATE	**4,562.6**	**1.8576**	**32.5**	**11.0**	**18.5**	**21.7**	**23.8**	**1,653.8**	**32,240,588**	**6,141,775**	**2,903,958**	**3,552,801**	**1,802,371**	**7,466,939**	**1,138,178**

The Evening Sun
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And that kind of creativity brings with it some very tangible rewards.

The Baltimore Sun, 501 North Calvert Street, Baltimore, MD 21278, Telephone: 301-332-6363

THE BALTIMORE SUN

MD.

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	**31,080,614**	**29,768**	**18.3**	**25.9**	**20.0**	**21.2**	**.9713**
Anne Arundel	6,059,008	35,188	14.6	26.6	23.1	27.2	.1823
• Annapolis	505,964	27,329	19.2	28.2	16.2	20.9	.0210
Baltimore	10,324,844	32,837	16.7	28.0	22.2	23.6	.3347
Baltimore city	7,965,872	20,629	23.4	24.0	14.5	12.6	.2632
• Baltimore	7,965,872	20,629	23.4	24.0	14.5	12.6	.2632
Carroll	1,434,324	31,153	17.5	29.2	24.8	17.7	.0424
Harford	2,136,416	32,650	17.1	27.0	24.0	21.8	.0658
Howard	2,805,433	43,663	11.0	20.5	22.8	40.0	.0726
Queen Anne's	354,717	26,142	22.6	28.1	17.8	15.9	.0103
SUBURBAN TOTAL	22,608,778	34,198	15.7	26.9	22.9	25.5	.6871
CUMBERLAND	**1,057,219**	**21,137**	**25.4**	**28.7**	**14.6**	**9.1**	**.0360**
Allegany	803,681	21,807	25.1	28.1	15.4	10.1	.0287
• Cumberland	257,340	18,940	25.9	25.2	13.3	9.2	.0104
Mineral, W. Va.	*253,538*	*19,608*	*26.2*	*30.6*	*12.3*	*6.1*	*.0073*
SUBURBAN TOTAL	799,879	21,830	25.2	30.0	15.0	9.0	.0256
HAGERSTOWN	**1,245,503**	**24,213**	**22.4**	**29.3**	**18.0**	**12.0**	**.0430**
Washington	1,245,503	24,213	22.4	29.3	18.0	12.0	.0430
• Hagerstown	340,886	18,722	27.3	27.0	12.8	7.0	.0155
SUBURBAN TOTAL	904,617	27,457	19.9	30.6	20.6	14.6	.0275

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Powes Index
			A	B	C	D	
OTHER COUNTIES							
☐ Calvert	567,104	33,118	16.4	25.3	21.9	24.5	.0148
Caroline	224,132	19,696	26.5	29.1	13.5	6.5	.0068
☐ Cecil	811,494	28,517	19.9	29.6	20.2	17.1	.0248
☐ Charles	1,146,297	35,697	13.7	24.5	25.7	25.7	.0321
Dorchester	306,185	20,317	27.1	28.2	13.1	9.4	.0110
☐ Frederick	1,812,430	33,019	17.0	26.0	22.3	24.2	.0555
• Frederick	469,363	27,909	20.3	27.6	19.7	18.1	.0213
Garrett	297,436	23,891	23.8	29.1	17.5	12.1	.0096
Kent	184,858	21,030	26.5	27.1	13.8	11.6	.0062
☐ Montgomery	14,726,457	47,501	10.3	19.2	17.8	47.0	.4110
Rockville	914,192	46,556	9.9	17.5	19.8	45.5	.0336
☐ Prince George's	11,168,328	38,411	13.1	24.6	21.2	34.2	.3393
St. Mary's	877,574	31,412	18.6	25.8	21.0	23.1	.0240
Somerset	185,191	20,123	27.9	27.3	12.5	10.5	.0058
Talbot	417,915	26,946	21.6	27.0	16.7	20.2	.0138
Wicomico	804,773	23,704	23.4	28.7	17.0	12.6	.0303
Worcester	377,706	19,302	29.2	28.0	11.8	8.5	.0161
TOTAL METRO COUNTIES	**63,361,908**	**33,243**	**16.2**	**24.8**	**19.9**	**27.2**	**1.9205**
TOTAL STATE	**67,037,678**	**32,466**	**16.9**	**24.9**	**19.6**	**26.3**	**2.0441**

Massachusetts

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,718.1**	**1.5137**	**33.4**	**11.8**	**18.2**	**19.6**	**27.4**	**1,392.5**
Essex	653.9	.2662	34.7	10.0	16.7	19.6	29.8	248.1
• Gloucester	28.5	.0116	34.8	9.6	18.1	18.5	[illegible]	[illegible]
• Haverhill	49.0	.0199	34.1	10.5	16.8	17.2	31.4	18.9
• Lawrence	64.2	.0261	35.6	11.0	16.5	14.5	31.2	25.3
• Lynn	80.0	.0326	33.2	10.7	16.2	17.0	35.2	32.5
Peabody	46.5	.0190	35.4	9.8	15.9	22.1	28.5	16.9
• Salem	38.5	.0157	34.5	11.2	21.9	18.8	32.6	16.0

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**30,766,529**	**5,364,285**	**3,806,717**	**3,291,932**	**1,499,173**	**6,657,742**	**1,066,191**
Essex	5,762,888	913,279	666,259	645,697	213,752	1,577,651	165,578
• Gloucester	220,733	45,073	30,372	4,351	7,089	61,920	10,667
• Haverhill	390,928	68,576	36,923	18,778	24,015	124,323	11,934
• Lawrence	392,707	36,919	31,107	16,548	17,734	147,929	16,389
• Lynn	672,851	89,969	45,194	6,415	23,900	370,065	20,629
Peabody	526,188	65,059	38,846	161,931	18,234	62,373	10,936
• Salem	446,265	91,336	44,246	55,153	21,630	78,612	9,711

BOSTON
Metro South
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CAPE COD

The Globe's NOT Here
The Enterprise Is.

The Enterprise covers a very distinct portion of Massachusetts: the area just south of Boston, and just west of Cape Cod. We call it Metro South, consisting of 30 towns, and we fill it every day, more than any other newspaper!

We're the only daily newspaper serving the Metro South region of Plymouth, Norfolk and Bristol counties, exclusively, seven days a week—and this region is the fastest-growing marketplace in Massachusetts—as well as the 4th fastest-growing area in New England.*

We also offer advertisers a full range of options including zoned advertisements, color, Sunday/daily combination discounts, our new "State of The Art TEMCO (Total Market Coverage)" program and much more.

Aim for our target area—Metro South—and advertise in The Enterprise. We can improve your circulation with almost 70% penetration in our primary market area!

The Enterprise

60 Main Street, P.O. Box 1450, Brockton, MA 02403
(508) 586-6200—Boston area (617) 364-2062

ABC Represented by Landon Associates, Inc.
*Source—First Market Research Corporation

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

MASS. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	 25-34 Years	 35-49 Years	 50 & Over	House-holds (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Middlesex	1,366.5	.5563	33.3	11.9	18.6	20.1	26.7	502.9	10,950,714	1,960,627	1,232,175	1,191,295	631,024	2,426,065	392,835
Arlington	44.6	.0182	36.8	9.8	19.6	18.2	34.1	18.1	246,698	39,178	18,139	835	10,170	113,065	10,440
• Cambridge	91.4	.0372	30.8	20.0	27.4	15.6	22.8	39.2	968,146	175,068	165,145	166,359	77,062	89,146	38,131
• Framingham	64.2	.0261	33.6	12.3	18.6	21.0	26.3	24.9	804,111	88,861	103,047	125,624	55,684	219,302	21,636
• Lowell	93.0	.0379	31.5	14.0	16.2	15.8	28.6	34.7	617,348	91,836	55,311	78,256	28,957	209,040	26,536
Malden	53.5	.0218	34.9	10.7	18.5	17.1	32.7	21.9	317,957	90,386	30,948	13,705	12,325	87,144	8,445
Medford	56.9	.0232	35.3	13.1	16.1	17.6	32.8	20.8	450,027	83,202	29,636	32,984	12,654	103,725	23,830
Newton	82.0	.0334	35.6	12.0	18.1	20.1	30.7	29.3	940,738	132,004	105,157	108,218	134,487	157,728	29,284
Somerville	73.2	.0298	32.6	15.0	20.7	16.4	28.6	29.7	419,171	86,296	45,624	42,783	6,592	63,143	15,565
• Waltham	57.2	.0233	32.8	17.1	18.9	17.6	28.2	21.4	536,661	99,206	81,254	34,153	56,647	68,510	30,198
Norfolk	607.7	.2474	34.8	10.7	16.9	20.7	29.0	222.1	5,867,854	1,048,427	540,254	591,573	286,943	1,385,389	217,210
Brookline	53.0	.0216	35.2	12.3	23.7	17.6	32.5	24.4	378,351	102,345	58,808	7,390	26,915	75,230	16,311
Quincy	83.0	.0338	36.9	11.5	17.3	17.5	34.9	35.0	763,172	178,[illegible]29	74,199	35,844	30,766	136,558	49,817

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Boston Area Newspaper Dailies

There's a new freedom in Boston.

It's the new BAND rate structure offering flexibility of their newspaper network purchase in the Boston ADI.

Select any combination of the BAND network markets and custom-tailor your newspaper buy.

The Boston ADI. Boston MSA. New Hampshire. Or specific key markets.

The minimum circulation is 300,000; the maximum is 576,429 (27% ADI household coverage). The only limitation is your buy must fit within six (6) circulation/discount levels.

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In Boston call Frank Chicko
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TURN TO
LANDON
FOR RESULTS
(See page B-26)

Boston's more than a honk, a screech and the globe.

Boston. It's more than notorious drivers and a single newspaper. Complete your buy of the Boston metropolitan market with The Patriot Ledger.

Our circulation area, immediately south of Boston, is rich in the upwardly mobile professional prospects you expect to reach when you buy Boston.

The Patriot Ledger is Massachusetts' leading evening daily newspaper with 90,518 circulation. And we're leaders in advertising, too–our classified linage is first among New England dailies and our retail linage is first among Mass. dailies.

In 1987, we even out-ran The Boston Globe in Monday-Saturday retail and classified linage. (We don't publish on Sunday.)

Make the most of Boston, Call us, or Landon Associates at (617) 337-8562.

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TURN TO
LANDON
FOR RESULTS
SEE PAGE B-26

The Patriot Ledger

Source: ABC Publisher's Statement 3-31-87
New England Newspaper Assn. Linage Report 12-31-87

MASS. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Weymouth	54.6	.0222	33.7	11.4	17.2	19.5	28.3	20.4	431,446	111,995	32,208	22,956	17,610	84,038	18,270
Plymouth	435.8	.1775	32.1	9.2	17.6	20.9	24.0	150.5	3,020,203	537,780	322,359	257,605	115,770	772,598	92,191
• Brockton	94.9	.0386	32.0	10.6	17.2	18.7	26.2	34.5	907,747	164,516	93,313	109,324	30,390	183,512	29,724
Suffolk	654.2	.2663	32.1	16.1	19.9	16.7	27.5	268.9	5,164,870	904,172	1,045,670	605,762	251,684	496,039	198,377
• Boston	566.9	.2308	31.6	16.9	20.4	16.5	26.5	233.5	4,565,730	786,301	978,509	551,225	220,648	411,596	166,339
Revere	43.1	.0175	37.2	11.2	16.7	18.8	34.0	17.6	322,921	77,687	41,229	24,578	16,632	42,861	17,799
SUBURBAN TOTAL	2,490.2	1.0139	34.1	10.2	17.4	21.0	27.4	900.2	20,243,301	3,626,624	2,142,096	2,142,746	935,417	4,693,787	684,297
NEW BEDFORD - FALL RIVER - ATTLEBORO	**495.7**	**.2018**	**34.1**	**10.0**	**16.2**	**18.9**	**29.5**	**181.8**	**3,893,673**	**1,047,795**	**329,969**	**346,097**	**154,668**	**854,751**	**99,215**
Bristol	495.7	.2018	34.1	10.0	16.2	18.9	29.5	181.8	3,893,673	1,047,795	329,969	346,097	154,668	854,751	99,215
• Attleboro	35.3	.0144	33.1	10.3	16.9	19.7	27.0	12.8	434,627	58,385	31,663	48,723	9,545	79,389	7,577
• Fall River	92.5	.0377	35.8	10.0	14.7	16.2	34.6	36.2	606,770	162,789	50,328	42,328	43,603	134,487	21,050
• New Bedford	98.1	.0399	35.7	10.4	14.9	16.5	34.4	38.8	637,647	159,001	61,353	35,911	35,304	123,243	23,433
Taunton	46.9	.0191	33.6	10.6	16.9	18.5	29.1	17.2	270,083	81,992	18,529	25,100	13,839	50,951	8,926
SUBURBAN TOTAL	269.8	.1098	33.3	9.9	17.1	20.7	26.3	94.0	2,214,629	667,620	186,625	219,135	66,216	517,632	47,155
PITTSFIELD	**142.5**	**.0580**	**35.3**	**11.0**	**15.6**	**18.6**	**31.7**	**54.9**	**1,171,060**	**271,147**	**98,291**	**107,839**	**34,457**	**238,902**	**39,585**
Berkshire	142.5	.0580	35.3	11.0	15.6	18.6	31.7	54.9	1,171,060	271,147	98,291	107,839	34,457	238,902	39,585
• Pittsfield	50.1	.0204	35.4	9.5	15.8	16.3	32.1	19.9	527,834	111,136	35,059	72,304	20,923	126,021	18,514
SUBURBAN TOTAL	92.4	.0376	35.2	11.8	15.4	18.7	31.6	35.0	643,226	160,011	63,232	35,535	13,534	112,881	21,071
SPRINGFIELD	**591.4**	**.2408**	**32.8**	**13.6**	**16.7**	**17.9**	**28.4**	**217.1**	**4,304,932**	**914,401**	**428,032**	**525,621**	**183,551**	**863,008**	**151,388**
Hampden	445.8	.1815	34.1	10.8	16.2	18.4	30.1	167.9	3,632,624	740,673	335,913	486,380	162,679	743,646	129,169
Chicopee	57.2	.0233	35.7	10.7	15.8	17.8	33.2	22.3	406,959	99,240	43,530	44,231	11,456	96,861	14,150
• Holyoke	42.6	.0173	35.6	10.2	14.1	15.9	34.8	16.8	464,651	63,774	31,619	128,212	27,129	63,541	15,572
• Springfield	150.4	.0612	32.7	12.2	16.5	16.0	30.2	57.6	1,442,938	282,938	135,422	198,198	68,558	307,066	45,054
• Westfield	37.5	.0153	32.5	13.4	16.1	18.7	27.1	13.4	311,598	81,678	27,974	45,345	6,282	69,516	13,219
Hampshire	145.6	.0593	29.5	22.1	18.3	16.5	23.4	49.2	672,308	173,728	92,119	39,241	20,872	119,362	22,219
• Northampton	29.2	.0119	32.3	17.4	19.8	15.9	28.8	10.7	228,706	48,345	29,919	13,450	6,434	61,982	7,816
SUBURBAN TOTAL	331.7	.1351	32.7	14.4	16.8	19.2	26.9	118.6	1,857,039	437,666	203,098	140,416	75,148	360,903	69,727
WORCESTER - FITCHBURG - LEOMINSTER	**670.2**	**.2729**	**33.5**	**11.2**	**16.6**	**18.7**	**28.8**	**245.4**	**4,215,725**	**782,278**	**438,342**	**503,071**	**164,835**	**889,619**	**171,964**

86% of all adults in the MSA read our newspapers in the course of a week.*

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For a copy of our market data kit and latest Belden Study, call Dwight L. Brouillard, Advertising Director, at 413-788-1108.

Union-News

Sunday Republican

1860 Main Street, Springfield, MA 01101 413-788-1000

Represented nationally by Newhouse Newspapers

*One daily plus one Sunday. Belden Study No. 4

**Survey of Buying Power, Part II, 1987

METRO & COUNTY TOTALS

MASS. (cont.)

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Worcester	670.2	.2729	33.5	11.2	16.6	18.7	28.8	245.4	4,215,725	782,278	438,342	503,071	164,835	889,619	171,964
• Fitchburg	39.9	.0162	33.2	14.7	14.9	18.8	31.5	15.2	274,065	43,005	23,844	58,529	8,842	64,130	12,703
• Leominster	35.5	.0145	33.3	11.0	16.7	19.2	28.0	13.6	258,132	37,604	26,649	46,725	15,242	38,182	9,392
• Worcester	160.8	.0655	34.2	14.4	15.2	15.5	33.3	61.3	1,250,220	202,015	130,367	116,473	57,682	351,081	47,061
SUBURBAN TOTAL	434.0	.1767	33.3	9.8	17.1	20.1	27.0	155.3	2,433,308	499,654	257,482	281,344	83,069	436,226	102,808
OTHER COUNTIES															
Barnstable	180.5	.0735	39.8	7.7	15.5	17.0	38.9	74.6	1,886,412	348,215	248,314	162,069	77,230	348,635	62,425
Dukes	11.2	.0046	36.5	7.3	20.7	17.2	34.7	5.2	141,888	42,492	20,566	703	1,737	21,215	3,579
Franklin	68.5	.0279	33.7	10.0	19.2	18.0	29.4	27.0	399,081	96,235	47,389	24,778	9,803	100,141	11,157
Nantucket	5.9	.0024	37.1	8.0	20.3	18.4	34.3	2.6	128,660	28,543	21,035	1,197	2,402	6,044	6,246
TOTAL METRO COUNTIES	**5,617.9**	**2.2872**	**33.4**	**11.7**	**17.5**	**19.2**	**28.1**	**2,091.7**	**44,351,919**	**8,379,906**	**5,101,351**	**4,774,560**	**2,036,684**	**9,504,022**	**1,528,343**
TOTAL STATE	**5,884.1**	**2.3956**	**33.6**	**11.6**	**17.4**	**19.2**	**28.4**	**2,201.1**	**46,907,960**	**8,895,391**	**5,438,655**	**4,963,307**	**2,127,856**	**9,980,057**	**1,611,750**

MASS.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**62,998,729**	**33,895**	**16.4**	**22.3**	**19.1**	**29.3**	**1.8835**
Essex	10,533,551	32,210	17.1	22.6	19.4	26.6	.3296
• Gloucester	445,979	27,486	21.3	24.5	17.6	20.9	.0136
• Haverhill	692,874	27,501	20.9	24.3	19.8	19.7	.0224
• Lawrence	775,625	22,108	22.6	23.7	16.3	14.0	.0280
• Lynn	1,125,215	25,926	20.8	24.1	18.1	17.9	.0372
Peabody	762,055	37,099	13.4	21.8	22.8	30.5	.0259
• Salem	592,160	27,449	20.0	25.3	18.5	20.1	.0211
Middlesex	25,067,739	37,971	14.4	21.3	19.6	34.6	.7151
Arlington	884,040	39,035	14.2	21.6	19.8	35.8	.0222
• Cambridge	1,596,969	26,209	21.2	25.9	16.0	20.0	.0512
• Framingham	1,271,294	38,926	15.2	22.3	18.3	37.3	.0401
• Lowell	1,274,437	27,204	21.0	24.8	19.1	19.0	.0393
Malden	868,138	30,063	19.2	24.3	19.8	23.1	.0241
Medford	909,854	34,532	16.2	22.7	20.2	29.1	.0276
Newton	1,910,975	48,497	10.5	17.1	17.2	48.2	.0546
Somerville	1,072,259	27,417	20.2	25.8	18.7	19.0	.0308
• Waltham	984,678	35,179	14.8	23.6	19.8	30.5	.0305
Norfolk	11,219,177	39,207	13.5	20.8	20.3	35.8	.3386
Brookline	1,298,768	34,239	16.1	20.1	16.8	[illegible]	.0310
Quincy	1,394,820	31,276	17.6	24.2	19.7	24.7	.0434
Weymouth	903,435	35,450	15.1	23.2	19.6	[illegible]	.0269
Plymouth	6,287,828	32,837	16.9	24.4	21.4	25.2	.1923
• Brockton	1,222,094	26,819	25.0	24.6	19.0	18.1	.0444
Suffolk	9,890,434	24,774	21.5	24.2	15.7	18.9	.3079
• Boston	8,571,318	24,355	21.8	24.2	15.3	15.6	.2686
Revere	673,499	29,411	19.5	23.4	19.3	22.5	.0203
SUBURBAN TOTAL	44,445,896	38,258	14.0	21.3	20.4	34.4	1.2893
NEW BEDFORD - FALL RIVER - ATTLEBORO	**6,131,291**	**25,745**	**21.2**	**27.0**	**18.6**	**15.2**	**.2117**
Bristol	6,131,291	25,745	21.2	27.0	18.6	15.2	.2117

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Attleboro	485,184	29,397	19.5	27.8	21.3	18.7	.0189
• Fall River	975,119	19,731	25.7	27.2	14.4	7.8	.0345
• New Bedford	1,064,362	19,544	25.9	26.1	13.5	9.4	.0370
Taunton	578,075	26,157	21.0	28.5	18.5	15.0	.0181
SUBURBAN TOTAL	3,606,626	30,654	17.6	27.4	22.0	19.9	.1213
PITTSFIELD	**1,937,715**	**26,087**	**21.4**	**27.2**	**18.2**	**16.7**	**.0646**
Berkshire	1,937,715	26,087	21.4	27.2	18.2	16.7	.0646
• Pittsfield	703,644	26,232	21.1	26.1	16.9	18.5	.0253
SUBURBAN TOTAL	1,234,071	26,008	21.6	27.8	18.9	15.6	.0393
SPRINGFIELD	**7,767,802**	**26,772**	**20.2**	**26.4**	**18.8**	**17.5**	**.2531**
Hampden	5,922,094	26,605	19.9	25.9	18.7	17.7	.1992
Chicopee	730,749	25,608	20.4	27.3	18.9	15.1	.0240
• Holyoke	521,086	21,048	23.3	23.2	15.5	13.2	.0206
• Springfield	1,771,776	22,387	22.5	25.8	16.0	13.4	.0679
• Westfield	502,232	29,779	17.7	28.2	22.0	18.2	.0169
Hampshire	1,845,708	27,317	21.1	27.8	19.3	16.9	.0539
• Northampton	382,900	24,430	22.4	26.4	16.2	15.9	.0128
SUBURBAN TOTAL	4,589,808	29,759	18.7	26.7	20.7	20.2	.1349
WORCESTER - FITCHBURG - LEOMINSTER	**9,599,738**	**30,028**	**18.8**	**25.0**	**20.5**	**21.6**	**.2863**
Worcester	9,599,738	30,028	18.8	25.0	20.5	21.6	.2863
• Fitchburg	515,402	24,837	22.8	25.1	18.3	15.5	.0166
• Leominster	497,787	28,855	18.8	27.2	21.1	18.1	.0157
• Worcester	2,157,208	24,685	22.0	25.3	16.6	16.9	.0711
SUBURBAN TOTAL	6,429,341	32,933	17.1	24.7	22.2	24.3	.1829
OTHER COUNTIES							
Barnstable	2,751,420	26,894	22.3	27.4	18.1	18.6	.0943
Dukes	166,895	22,737	27.1	29.1	14.3	13.4	.0062
Franklin	859,875	24,160	24.1	28.7	18.0	11.9	.0268
Nantucket	114,453	32,654	17.6	26.8	23.2	22.1	.0048
TOTAL METRO COUNTIES	**88,435,275**	**31,513**	**17.6**	**23.6**	**19.2**	**25.6**	**2.6992**
TOTAL STATE	**92,327,918**	**31,202**	**17.9**	**23.8**	**19.1**	**25.2**	**2.8313**

"The last time I looked at a Globe was in high school geography class."

	Daily	Sunday
Telegram and Gazette/Sunday Telegram	[illegible]	[illegible]
Boston Globe/Sunday Globe	[illegible]	[illegible]

In the Worcester portion of the Boston ADI, people don't read The Boston Globe. They read the Worcester Telegram and Gazette. To reach this important market, call 508-793-9252.

TELEGRAM & GAZETTE

Michigan

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**272.2**	**.1108**	**28.6**	**19.5**	**23.4**	**18.3**	**16.6**	**100.1**	**1,921,173**	**288,502**	**201,850**	**288,943**	**129,989**	**439,163**	**56,378**
Washtenaw	272.2	.1108	28.6	19.5	23.4	18.3	16.6	100.1	1,921,173	288,502	201,850	288,943	129,989	439,163	56,378
• Ann Arbor	108.9	.0443	27.3	26.6	25.5	15.8	14.5	41.2	994,069	137,732	112,598	153,028	79,183	176,601	30,165
SUBURBAN TOTAL	163.3	.0665	29.6	14.7	22.1	20.0	18.0	58.9	927,104	150,770	89,252	135,915	50,806	262,562	26,213
BATTLE CREEK	**138.5**	**.0564**	**33.0**	**10.4**	**16.7**	**19.7**	**26.9**	**52.4**	**814,120**	**157,576**	**75,701**	**132,826**	**27,480**	**171,095**	**35,823**
Calhoun	138.5	.0564	33.0	10.4	16.7	19.7	26.9	52.4	814,120	157,576	75,701	132,826	27,480	171,095	35,823
• Battle Creek	54.0	.0220	32.9	11.2	17.5	15.3	29.4	22.0	281,228	49,155	25,172	33,656	4,518	71,329	14,361
SUBURBAN TOTAL	84.5	.0344	33.7	9.8	16.2	22.5	25.4	30.4	532,892	108,421	50,529	99,170	22,962	99,766	21,462
BENTON HARBOR	**166.6**	**.0678**	**32.2**	**10.1**	**16.7**	**19.4**	**25.9**	**62.0**	**871,966**	**153,555**	**84,972**	**139,449**	**25,774**	**177,249**	**29,234**
Berrien	166.6	.0678	32.2	10.1	16.7	19.4	25.9	62.0	871,966	153,555	84,972	139,449	25,774	177,249	29,234
• Benton Harbor	14.4	.0059	23.3	10.8	13.9	14.6	18.9	4.7	212,616	14,037	16,693	57,876	6,784	62,968	2,828
SUBURBAN TOTAL	152.2	.0619	32.9	10.0	16.9	19.8	26.7	57.3	659,350	139,518	68,279	81,573	18,990	114,281	26,406
DETROIT	**4,358.9**	**1.7748**	**32.0**	**10.6**	**17.8**	**19.9**	**24.7**	**1,600.0**	**29,363,285**	**5,328,318**	**2,767,014**	**3,463,839**	**1,675,624**	**7,034,987**	**1,431,511**
Lapeer	74.3	.0303	29.5	9.6	18.1	21.7	18.3	23.6	244,163	51,981	15,419	16,611	5,658	84,484	12,697
Livingston	111.1	.0452	30.6	8.7	18.6	23.7	18.2	35.9	393,221	68,020	30,760	81,470	13,040	96,984	16,591
Macomb	703.7	.2865	31.8	11.0	17.6	21.7	22.6	250.5	5,446,804	911,294	486,955	671,498	286,595	1,459,705	241,745
Roseville	52.0	.0212	30.9	12.2	18.8	17.9	24.3	18.8	625,250	107,710	50,448	132,059	22,700	118,720	28,712
St. Clair Shores	72.8	.0296	36.6	10.9	15.0	19.7	32.5	27.6	394,106	82,974	52,072	31,593	16,962	80,290	24,626
Sterling Heights	112.8	.0459	29.8	8.9	20.8	24.5	14.8	37.7	1,026,880	110,982	59,893	269,687	27,261	316,425	40,361
Warren	151.7	.0618	34.0	12.1	14.0	23.1	25.4	54.3	1,295,250	247,082	147,927	105,723	86,167	317,037	53,746
Monroe	135.7	.0553	30.4	10.2	17.4	20.7	21.3	46.0	543,134	134,229	50,023	34,656	16,641	157,453	17,273
Oakland	1,029.4	.4191	32.6	10.1	18.4	21.7	23.9	385.7	9,798,028	1,535,312	912,059	1,214,563	637,499	2,445,843	462,457
Farmington Hills	65.8	.0268	34.2	9.7	17.0	24.0	24.6	24.6	522,880	51,259	59,442	28,088	20,103	245,421	10,200
• Pontiac	71.4	.0291	28.2	12.9	18.8	16.5	20.7	25.7	601,809	80,614	48,337	133,710	25,871	133,213	25,523
Royal Oak	66.7	.0272	34.2	10.4	20.6	17.7	30.7	28.4	588,579	[illegible]	42,648	66,817	70,105	162,619	15,827
Southfield	73.2	.0298	37.7	9.0	17.6	20.1	33.7	30.7	1,544,753	184,241	135,530	251,778	119,523	422,332	44,835
Troy	68.0	.0277	32.1	7.5	20.6	26.4	17.5	24.8	1,265,437	120,938	88,083	265,829	78,677	378,039	45,076
St. Clair	144.3	.0588	31.7	10.0	16.4	19.6	25.1	51.0	671,832	178,092	57,208	62,001	26,137	127,203	23,788
• Port Huron	34.7	.0141	31.9	12.4	16.1	16.2	28.1	13.6	338,747	64,187	30,949	28,154	21,356	63,290	8,166
Wayne	2,160.4	.8796	32.0	10.9	17.6	18.3	26.4	807.3	12,266,103	2,449,430	1,214,590	1,383,040	690,054	2,663,315	656,960
• Dearborn	86.1	.0351	38.6	10.2	15.6	17.3	37.1	35.1	1,252,438	125,507	96,445	211,184	114,751	278,036	56,078
Dearborn Heights	61.8	.0252	35.5	11.4	14.9	20.8	29.8	22.5	306,164	97,260	59,092	8,644	26,030	14,090	20,684
• Detroit	1,082.2	.4406	31.4	10.9	17.6	16.6	27.1	415.0	4,132,519	960,369	486,658	214,746	183,219	921,353	235,219
Lincoln Park	42.9	.0175	33.1	11.7	18.2	17.1	29.4	16.8	330,178	71,668	31,852	46,576	7,808	28,423	22,562
Livonia	100.3	.0408	34.6	10.4	14.7	23.8	25.6	33.0	1,126,257	203,396	72,511	170,914	126,444	177,776	68,371
Taylor	72.2	.0294	28.5	12.0	19.1	21.0	16.5	24.2	650,191	97,114	44,640	196,785	14,867	137,989	20,956
Westland	80.9	.0329	30.2	12.4	19.4	21.2	19.5	29.3	613,223	154,270	54,041	94,073	17,939	105,995	29,832
SUBURBAN TOTAL	3,084.5	1.2559	32.1	10.4	17.9	21.3	23.6	1,112.6	23,037,772	4,097,641	2,104,625	2,876,045	1,330,427	5,639,095	1,106,525
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,631.1***	***1.8856***	***31.7***	***11.1***	***18.2***	***19.8***	***24.2***	***1,700.1***	***31,284,458***	***5,616,820***	***2,968,864***	***3,752,782***	***1,805,613***	***7,474,150***	***1,487,889***
FLINT	**440.6**	**.1793**	**30.3**	**11.4**	**17.4**	**20.6**	**21.2**	**160.6**	**3,140,358**	**464,870**	**294,917**	**607,854**	**138,537**	**753,488**	**128,231**
Genesee	440.6	.1793	30.3	11.4	17.4	20.6	21.2	160.6	3,140,358	464,870	294,917	607,854	138,537	753,488	128,231
• Flint	147.7	.0601	29.4	12.7	17.7	16.6	23.4	56.8	1,280,090	221,894	136,627	164,604	89,835	286,702	51,321
SUBURBAN TOTAL	292.9	.1192	30.7	10.8	17.3	22.6	20.0	103.8	1,860,268	242,976	158,290	443,250	48,702	466,786	76,910
GRAND RAPIDS	**654.9**	**.2666**	**30.6**	**12.3**	**18.1**	**18.9**	**23.1**	**236.9**	**4,400,314**	**661,403**	**401,821**	**624,161**	**313,012**	**1,098,232**	**105,189**
Kent	480.8	.1957	30.8	12.4	18.4	18.4	23.5	178.5	3,535,896	503,459	334,885	472,583	275,294	880,187	88,185
• Grand Rapids	191.2	.0778	30.9	14.0	18.0	14.7	28.0	72.9	1,289,295	156,546	146,503	86,181	133,613	373,705	43,930
Wyoming	63.5	.0259	30.1	13.6	20.1	17.8	22.4	24.8	555,664	66,968	53,930	90,289	47,262	109,005	9,118
Ottawa	174.1	.0709	30.1	12.0	17.8	20.1	21.1	58.4	864,418	157,944	66,936	151,578	37,718	218,045	17,004
• Holland	29.5	.0120	31.3	16.0	15.7	16.2	28.0	10.8	315,072	52,626	27,476	13,813	19,199	118,346	9,553
SUBURBAN TOTAL	434.2	.1768	30.4	11.3	18.3	20.9	20.7	153.2	2,795,947	452,231	227,842	524,167	160,200	606,181	51,706
JACKSON	**147.8**	**.0602**	**31.9**	**10.6**	**19.0**	**20.1**	**24.0**	**51.7**	**769,888**	**119,853**	**60,361**	**163,401**	**35,818**	**138,963**	**32,609**
Jackson	147.8	.0602	31.9	10.6	19.0	20.1	24.0	51.7	769,888	119,853	60,361	163,401	35,818	138,963	32,609
• Jackson	37.7	.0153	31.2	12.4	17.3	15.2	28.2	15.0	310,560	37,842	30,119	41,972	22,613	56,921	13,480
SUBURBAN TOTAL	110.1	.0449	32.1	10.0	19.8	21.7	22.5	36.7	459,328	82,011	30,242	121,429	13,205	82,042	19,129
KALAMAZOO	**219.7**	**.0894**	**30.2**	**15.7**	**19.0**	**19.1**	**21.7**	**82.0**	**1,561,452**	**188,948**	**157,709**	**286,005**	**129,615**	**330,297**	**42,420**
Kalamazoo	219.7	.0894	30.2	15.7	19.0	19.1	21.7	82.0	1,561,452	188,948	157,709	286,005	129,615	330,297	42,420
• Kalamazoo	77.7	.0316	27.6	24.0	18.8	13.7	22.4	29.0	624,486	71,126	79,319	17,183	40,318	183,223	21,430
SUBURBAN TOTAL	142.0	.0578	31.6	11.2	19.1	22.1	21.4	53.0	936,966	117,822	78,390	268,822	89,297	147,074	20,990
LANSING - EAST LANSING	**434.6**	**.1769**	**28.7**	**16.6**	**19.8**	**18.7**	**18.9**	**155.1**	**2,888,392**	**539,839**	**273,201**	**416,863**	**172,526**	**711,717**	**65,235**
Clinton	57.5	.0234	30.4	9.5	17.4	22.4	19.5	19.0	232,163	64,822	13,307	7,248	5,197	61,297	6,218
Eaton	95.9	.0390	30.7	10.7	18.9	21.7	20.1	34.6	619,465	99,520	49,971	157,708	23,258	131,784	8,493
Ingham	281.2	.1145	27.8	20.1	20.4	16.9	18.4	101.5	2,036,764	375,497	209,923	251,907	144,071	518,636	50,524
• East Lansing	48.0	.0195	23.0	53.1	16.0	9.7	9.4	12.4	195,394	30,128	46,894		14,760	34,614	3,529
• Lansing	130.7	.0532	29.2	13.8	22.3	16.3	20.6	52.0	1,179,703	198,293	97,537	133,443	93,329	395,246	27,138
SUBURBAN TOTAL	255.9	.1042	30.5	11.2	19.1	21.5	19.8	90.7	1,513,295	311,418	128,770	283,420	64,437	281,857	34,568
MUSKEGON	**159.0**	**.0648**	**31.8**	**10.7**	**16.7**	**18.6**	**26.0**	**57.6**	**807,682**	**155,012**	**82,731**	**154,904**	**39,476**	**157,267**	**30,459**
Muskegon	159.0	.0648	31.8	10.7	16.7	18.6	26.0	57.6	807,682	155,012	82,731	154,904	39,476	157,267	30,459
• Muskegon	40.1	.0163	31.2	13.0	17.5	13.7	29.7	15.8	276,277	49,666	26,447	35,352	14,405	63,006	13,388
SUBURBAN TOTAL	118.9	.0485	32.0	9.9	16.4	20.2	24.8	41.8	531,405	105,346	56,284	119,552	25,071	94,261	17,071
SAGINAW - BAY CITY - MIDLAND	**408.5**	**.1663**	**30.7**	**10.9**	**17.4**	**19.9**	**22.7**	**144.9**	**2,748,197**	**460,864**	**258,467**	**494,243**	**159,045**	**612,233**	**88,157**
Bay	114.4	.0466	31.5	11.0	17.3	19.4	24.5	41.5	616,516	144,350	59,969	66,285	26,156	145,977	26,653

MICH. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Bay City	39.2	.0160	32.4	12.1	16.7	16.1	29.7	15.4	287,296	51,222	23,868	33,072	11,135	74,372	12,128
Midland	75.3	.0307	30.5	10.7	18.4	21.7	20.0	26.6	358,075	76,519	35,315	25,462	12,616	84,450	16,082
• Midland	36.8	.0150	31.1	11.9	18.4	21.1	21.8	13.7	318,906	64,911	32,736	23,710	12,282	76,639	14,707
Saginaw	218.8	.0890	30.5	10.9	17.3	19.6	22.5	76.8	1,773,606	239,995	163,383	402,496	120,273	381,806	45,422
• Saginaw	73.3	.0298	29.5	11.9	17.8	15.0	25.2	27.3	419,653	62,956	40,322	42,111	14,458	120,108	18,266
SUBURBAN TOTAL	259.2	.1055	30.8	10.3	17.4	21.7	20.9	88.5	1,722,342	281,775	161,741	395,350	121,170	341,114	43,056
OTHER COUNTIES															
Alcona	10.7	.0043	42.1	6.7	10.8	18.2	41.0	4.3	22,036	2,805	2,108	578	95	10,510	253
Alger	8.9	.0036	34.4	8.3	15.4	18.9	30.3	3.1	29,542	12,205	3,983	552	534	503	723
Allegan	89.3	.0364	31.2	10.0	17.4	19.6	23.9	31.1	251,383	63,384	20,951	5,478	5,844	73,898	9,157
Alpena	31.2	.0127	32.8	10.6	14.7	20.3	26.5	11.4	168,010	38,627	11,032	21,696	8,670	31,341	5,039
Antrim	17.5	.0071	35.1	8.3	15.1	18.7	31.4	6.5	43,590	17,768	5,775	275	446	7,559	1,789
Arenac	15.5	.0063	34.1	9.0	14.5	18.0	30.7	5.7	76,429	14,669	7,867	415	2,541	29,458	645
Baraga	8.2	.0034	34.0	8.2	15.3	17.1	31.4	3.0	33,026	11,948	2,130	2,842	235	5,323	1,413
Barry	49.2	.0200	32.5	8.9	16.9	21.4	24.4	17.3	119,916	32,887	12,125	1,054	2,005	22,767	5,179
Benzie	12.1	.0049	35.1	9.0	15.2	19.7	30.3	4.5	46,688	12,360	2,998	1,273	1,342	13,393	1,855
Branch	41.2	.0168	32.9	10.2	16.3	19.9	26.7	14.8	162,876	29,429	10,615	7,952	3,449	44,745	8,148
Cass	49.9	.0203	33.0	8.9	16.6	20.4	26.3	18.3	107,414	19,778	9,418	3,758	2,957	43,559	3,770
Charlevoix	21.2	.0086	33.0	9.6	16.5	19.8	26.9	8.2	105,881	26,496	10,716	1,872	5,454	24,341	5,930
Cheboygan	21.5	.0088	34.4	8.5	15.0	19.0	30.0	8.2	126,791	33,120	14,662	7,499	2,428	22,987	3,651
Chippewa	28.8	.0117	32.2	13.6	16.3	17.9	27.5	10.1	149,258	26,106	18,603	20,223	5,818	24,735	3,648
Clare	26.4	.0108	36.5	8.4	13.4	18.3	33.8	10.2	120,681	38,685	9,031	852	3,442	26,734	6,394
Crawford	10.6	.0043	33.7	9.0	15.1	19.4	28.6	3.7	45,490	9,973	5,104	4,210	529	8,724	1,162
Delta	38.5	.0157	33.0	9.0	15.9	18.9	28.0	13.9	205,469	40,528	13,722	27,561	8,903	51,613	4,234
Dickinson	27.1	.0110	36.5	8.7	15.1	17.6	34.2	10.7	165,166	34,482	13,595	18,260	12,675	26,797	5,239
Emmet	25.1	.0103	32.7	10.1	17.6	19.0	26.9	9.3	185,035	35,299	19,959	8,580	14,966	41,902	4,150
Gladwin	22.7	.0093	35.7	8.6	13.6	18.4	32.5	8.6	72,852	25,613	6,332	2,191	3,507	16,968	1,667
Gogebic	18.6	.0076	41.3	8.0	12.4	16.5	41.0	7.5	109,502	22,723	8,863	15,519	6,018	23,232	3,694
Grand Traverse	61.2	.0249	31.3	11.0	19.7	19.4	23.2	22.6	576,250	95,416	54,893	110,367	29,247	120,938	6,388
Gratiot	39.7	.0161	31.5	11.5	15.6	18.9	25.6	14.0	222,495	51,766	17,871	28,690	4,608	51,302	7,087
Hillsdale	43.6	.0178	32.4	10.9	15.5	19.2	26.8	15.1	166,234	42,094	14,449	10,074	5,914	45,766	6,806
Houghton	38.1	.0155	31.8	19.8	12.9	14.6	31.3	13.5	156,850	43,142	11,335	16,287	5,379	28,118	5,486
Huron	36.6	.0149	34.4	8.9	14.2	16.9	32.3	13.5	200,139	45,812	16,676	13,885	6,465	45,326	8,639
Ionia	54.7	.0223	29.2	13.9	16.9	18.2	22.1	17.3	216,685	46,040	16,824	29,440	6,967	47,884	6,214
Iosco	30.2	.0122	32.3	12.7	15.3	17.4	28.4	11.6	150,759	33,134	16,940	2,539	3,956	44,557	6,088
Iron	13.8	.0057	43.6	6.8	12.3	16.0	43.5	5.7	52,907	17,337	4,072	2,953	1,601	8,104	2,955
Isabella	55.8	.0227	24.6	28.3	16.0	15.0	17.4	17.5	243,436	45,947	21,459	19,886	11,448	49,188	7,233
Kalkaska	13.4	.0055	31.6	8.8	16.8	18.3	26.0	4.8	56,343	11,625	5,559	48	617	19,536	364
Keweenaw	1.9	.0008	46.7	6.0	13.0	15.4	47.1	.7	5,618	1,929	1,463	1,005			
Lake	8.9	.0036	42.2	6.3	11.6	16.4	41.6	3.7	18,766	7,550	4,087	655	132	777	426
Leelanau	15.8	.0064	34.2	8.1	17.7	19.9	28.8	6.0	45,929	19,530	5,802	285	635	1,680	836
Lenawee	90.8	.0370	31.6	10.3	16.9	19.5	24.8	31.5	395,713	73,341	39,455	76,828	10,795	98,065	12,283
Luce	6.5	.0026	34.8	8.4	15.4	19.3	30.3	2.2	32,506	9,787	3,516	625	225	8,579	1,306
Mackinac	10.3	.0042	35.2	8.2	14.5	18.5	31.8	3.8	68,605	20,614	10,873	770	484	5,962	1,400
Manistee	23.3	.0095	35.8	9.0	14.9	18.4	32.5	9.4	97,773	27,185	8,595	7,417	3,479	19,241	4,180
Marquette	73.0	.0297	28.8	16.3	20.0	17.2	20.3	25.3	314,268	77,304	25,779	21,265	17,851	70,462	9,061
Mason	27.5	.0112	35.0	9.2	15.5	18.6	31.5	10.5	112,225	30,475	12,566	7,381	4,498	18,387	5,819
Mecosta	40.1	.0164	24.9	28.4	13.6	14.7	21.4	12.6	189,605	45,451	22,621	16,583	6,076	38,488	4,560
Menominee	26.0	.0105	33.5	9.4	15.6	17.7	30.0	9.6	68,977	15,292	7,526	16,667	1,536	11,885	475
Missaukee	11.4	.0046	32.4	9.2	15.3	18.5	27.5	3.8	33,888	8,243	2,410	3,459	219	12,901	2,551
Montcalm	51.3	.0209	32.6	9.5	15.3	19.1	27.2	18.3	259,502	53,664	15,735	30,091	12,713	65,732	8,746
Montmorency	8.3	.0033	39.0	8.0	12.5	16.3	38.3	3.2	28,003	9,320	3,785	224	246	786	1,790
Newaygo	38.8	.0158	33.7	8.5	14.8	19.3	28.8	14.3	105,949	26,183	8,980	5,821	2,552	22,566	4,767
Oceana	23.6	.0096	32.8	8.9	15.0	19.4	27.3	8.3	63,856	23,816	6,012	2,419	1,036	13,186	1,741
Ogemaw	18.2	.0074	36.1	8.5	13.6	18.2	33.2	6.8	104,590	27,105	10,803	8,560	1,971	17,067	3,775
Ontonagon	9.2	.0037	37.0	6.5	13.6	20.6	32.3	3.5	39,821	9,906	2,402	1,493	220	13,071	1,249
Osceola	20.6	.0084	33.2	8.8	15.1	18.9	28.4	7.5	102,984	31,098	6,196	2,023	750	20,617	4,174
Oscoda	7.3	.0030	38.8	7.7	12.0	18.6	36.5	2.9	42,823	14,010	3,869	247	1,093	3,773	2,811
Otsego	16.8	.0068	31.9	9.0	16.5	20.0	24.9	5.9	99,619	21,254	10,552	6,964	4,805	20,465	2,808
Presque Isle	14.4	.0059	35.6	8.4	13.9	18.1	32.7	5.4	49,699	16,097	3,776	1,197	1,671	10,068	1,977
Roscommon	19.6	.0080	42.0	7.6	12.1	16.6	41.8	8.2	104,447	28,113	9,472	2,619	1,972	26,192	3,714
St. Joseph	60.3	.0245	32.3	9.7	16.9	19.1	26.3	22.2	288,362	84,705	17,005	15,496	8,815	76,869	10,737
Sanilac	41.8	.0171	33.5	9.2	14.6	17.9	29.8	15.1	139,851	42,170	8,672	5,628	5,042	32,660	6,576
Schoolcraft	8.4	.0034	35.3	8.3	14.6	17.5	32.8	3.0	31,997	7,466	3,118	1,293	1,284	7,122	1,269
Shiawassee	70.8	.0288	30.4	9.9	17.3	20.7	21.4	24.1	278,013	67,353	20,950	20,992	9,193	62,266	11,412
Tuscola	56.9	.0232	31.0	9.7	16.9	20.3	22.9	18.9	200,698	52,043	10,941	8,630	4,706	49,333	7,656
Van Buren	71.0	.0289	32.4	9.1	16.6	19.2	26.4	25.8	252,107	73,473	19,990	12,012	5,309	69,683	8,505
Wexford	27.5	.0112	33.4	9.2	15.5	18.7	28.8	10.3	153,703	31,938	15,212	10,129	7,333	38,243	5,470
TOTAL METRO COUNTIES	**7,401.3**	**3.0133**	**31.3**	**11.6**	**18.1**	**19.7**	**23.6**	**2,703.3**	**49,286,827**	**8,518,740**	**4,658,944**	**6,772,488**	**2,846,896**	**11,624,691**	**2,045,246**
TOTAL STATE	**9,262.9**	**3.7712**	**31.5**	**11.5**	**17.6**	**19.5**	**24.3**	**3,372.1**	**57,405,857**	**10,456,353**	**5,370,774**	**7,448,075**	**3,131,597**	**13,473,025**	**2,312,320**

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METRO & COUNTY TOTALS

MICH.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
ANN ARBOR	**3,807,866**	**28,636**	**19.7**	**26.4**	**19.7**	**19.8**	**.1189**
Washtenaw	3,807,866	28,636	19.7	26.4	19.7	19.8	.1189
• Ann Arbor	1,538,078	25,316	23.2	25.1	16.2	19.1	.0527
SUBURBAN TOTAL	2,269,788	30,862	17.3	27.0	22.2	20.4	.0667
BATTLE CREEK	**1,851,019**	**27,731**	**20.1**	**26.1**	**19.0**	**18.6**	**.0560**
Calhoun	1,851,019	27,731	20.1	26.1	19.0	18.6	.0560
• Battle Creek	686,116	22,038	23.0	24.9	14.6	14.3	.0203
SUBURBAN TOTAL	1,184,903	31,842	18.0	27.0	22.0	21.8	.0357
BENTON HARBOR	**1,911,618**	**23,411**	**23.6**	**27.4**	**17.7**	**11.8**	**.0602**
Berrien	1,911,618	23,411	23.6	27.4	17.7	11.8	.0602
• Benton Harbor	96,115	14,100	29.7	20.3	9.1	4.8	.0065
SUBURBAN TOTAL	1,815,503	24,369	23.0	28.1	18.4	12.4	.0534
DETROIT	**60,321,339**	**29,535**	**17.4**	**25.5**	**20.2**	**20.6**	**1.8671**
Lapeer	857,708	30,070	17.6	29.0	22.8	17.2	.0242
Livingston	1,516,773	35,404	14.4	25.5	25.0	25.7	.0404
Macomb	8,576,773	28,817	18.0	31.9	23.4	13.8	.2970
Roseville	562,421	25,233	20.9	36.1	18.5	8.8	.0257
St. Clair Shores	980,323	29,125	18.3	31.3	21.9	15.2	.0284
Sterling Heights	1,409,565	32,932	13.8	35.2	30.1	15.1	.0511
Warren	1,859,558	28,460	18.4	31.1	23.2	14.2	.0685
Monroe	2,082,845	38,114	14.7	20.8	23.6	31.5	.0542
Oakland	19,221,904	38,813	13.0	22.1	21.1	34.6	.5743
Farmington Hills	1,417,526	46,602	9.7	18.5	20.3	45.2	.0376
• Pontiac	845,170	25,060	18.5	25.0	17.3	16.4	.0301
Royal Oak	1,225,829	35,592	15.7	24.1	22.6	29.5	.0360
Southfield	1,606,930	40,256	13.5	21.2	19.6	37.8	.0611
Troy	1,378,558	47,463	8.2	17.2	23.1	45.4	.0516
St. Clair	1,762,976	27,674	19.3	27.2	20.5	16.4	.0523
• Port Huron	409,822	22,174	22.5	25.1	16.2	12.1	.0158
Wayne	26,302,360	25,263	19.5	25.1	18.3	15.6	.8247
• Dearborn	1,316,145	29,676	19.8	23.8	20.1	21.5	.0519
Dearborn Heights	913,230	35,883	15.2	27.1	28.2	23.7	.0252
• Detroit	11,086,572	19,225	22.8	24.2	14.0	10.3	.3414
Lincoln Park	562,923	28,768	19.7	33.2	22.8	14.6	.0167
Livonia	1,527,768	40,139	10.1	23.6	28.6	31.1	.0539
Taylor	848,500	30,191	16.3	29.9	25.4	14.8	.0218
Westland	1,067,311	31,237	15.4	31.5	24.8	16.8	.0332
SUBURBAN TOTAL	46,663,630	33,429	15.3	25.9	22.6	24.7	1.4273
DETROIT - ANN ARBOR CONSOLIDATED AREA	***64,129,205***	***29,484***	***17.6***	***25.5***	***20.1***	***20.6***	***1.9860***
FLINT	**5,033,522**	**25,707**	**19.4**	**29.3**	**20.4**	**12.0**	**.1754**
Genesee	5,033,522	25,707	19.4	29.3	20.4	12.0	.1754
• Flint	1,536,497	21,114	22.1	27.8	15.6	8.7	.0609
SUBURBAN TOTAL	3,497,025	28,155	17.9	30.1	23.0	13.8	.1145
GRAND RAFIDS	**8,724,348**	**29,025**	**19.4**	**28.6**	**20.7**	**17.8**	**.2749**
Kent	6,398,654	27,921	20.3	28.5	19.7	16.8	.2077
• Grand Rapids	2,319,532	23,319	23.8	27.6	16.3	10.0	.0768
Wyoming	843,473	27,985	20.1	32.6	21.3	13.8	.0291
Ottawa	2,325,694	32,297	16.5	29.1	23.7	20.9	.0672
• Holland	403,175	27,445	22.6	27.5	20.5	16.8	.0148
SUBURBAN TOTAL	6,001,641	31,587	17.0	29.2	22.8	20.2	.1833
JACKSON	**1,809,645**	**27,850**	**19.8**	**28.3**	**20.4**	**16.4**	**.0553**
Jackson	1,809,645	27,850	19.8	28.3	20.4	16.4	.0553
• Jackson	440,625	22,048	23.2	27.5	15.0	11.7	.0160
SUBURBAN TOTAL	1,369,020	30,401	18.4	28.8	22.5	18.3	.0393
KALAMAZOO	**3,127,585**	**29,175**	**19.9**	**26.2**	**19.8**	**20.0**	**.0970**
Kalamazoo	3,127,585	29,175	19.9	26.2	19.8	20.0	.0970
• Kalamazoo	993,076	22,800	23.8	26.1	15.3	14.3	.0340
SUBURBAN TOTAL	2,134,509	32,604	17.6	26.5	22.3	23.1	.0630
LANSING - EAST LANSING	**5,649,989**	**28,297**	**19.9**	**28.1**	**20.2**	**17.7**	**.1797**
Clinton	646,755	28,668	17.9	32.9	23.0	13.7	.0193
Eaton	1,209,558	28,982	18.8	30.5	22.7	15.4	.0387
Ingham	3,793,676	27,902	20.7	26.2	18.8	19.3	.1217
• East Lansing	539,338	22,359	25.7	19.8	13.7	21.3	.0161
• Lansing	1,750,112	26,603	21.3	27.4	19.2	15.9	.0609
SUBURBAN TOTAL	3,360,539	29,653	18.4	29.3	21.6	18.3	.1027
MUSKEGON	**1,819,245**	**24,602**	**22.9**	**28.6**	**18.0**	**12.9**	**.0571**
Muskegon	1,819,245	24,602	22.9	28.6	18.0	12.9	.0571
• Muskegon	413,296	18,841	27.3	26.6	12.6	8.0	.0151
SUBURBAN TOTAL	1,405,949	27,025	21.3	29.2	20.0	14.8	.0420

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
SAGINAW - BAY CITY - MIDLAND	**4,884,856**	**26,992**	**18.8**	**27.8**	**20.0**	**15.1**	**.1630**
Bay	1,306,200	25,761	19.7	28.7	19.5	12.1	.0417
• Bay City	426,103	20,918	22.0	26.9	15.8	8.9	.0154
Midland	1,200,694	36,556	14.9	21.1	22.6	30.1	.0318
• Midland	684,575	39,708	13.7	18.8	21.6	35.6	.0199
Saginaw	2,377,962	25,243	19.8	29.5	19.4	11.5	.0895
• Saginaw	685,640	18,694	22.7	27.0	13.2	7.2	.0248
SUBURBAN TOTAL	3,088,538	28,970	17.9	29.5	22.6	15.4	.1029
OTHER COUNTIES							
Alcona	105,219	17,464	32.6	25.7	10.6	6.8	.0030
Alger	86,930	22,803	24.1	30.4	16.3	8.7	.0026
Allegan	1,143,612	29,243	19.7	27.6	21.8	18.0	.0301
Alpena	323,417	22,307	23.8	29.7	16.0	9.0	.0107
Antrim	140,963	16,310	32.3	27.4	8.4	3.7	.0045
Arenac	129,693	16,600	31.3	25.9	10.6	4.5	.0049
Baraga	70,849	16,859	28.3	26.9	11.4	4.5	.0024
Barry	539,505	25,290	22.6	31.9	18.6	10.7	.0147
Benzie	128,845	21,713	27.1	29.7	14.8	9.9	.0039
Branch	436,418	22,875	25.7	30.8	16.6	9.4	.0135
Cass	565,588	24,318	23.7	30.1	18.1	11.4	.0149
Charlevoix	197,279	17,723	29.3	26.5	12.5	5.1	.0070
Cheboygan	185,714	17,107	31.1	27.9	10.4	3.8	.0070
Chippewa	238,363	16,795	29.3	26.5	10.7	4.6	.0090
Clare	235,899	15,861	33.2	23.1	10.4	6.0	.0082
Crawford	114,326	20,615	31.0	23.5	15.5	12.3	.0035
Delta	422,030	23,784	22.7	27.4	18.2	11.6	.0136
Dickinson	253,910	18,020	26.5	29.0	11.6	4.7	.0095
Emmet	257,086	20,387	26.4	28.0	14.2	8.6	.0097
Gladwin	227,606	18,810	29.1	24.0	15.2	8.3	.0068
Gogebic	153,745	14,769	34.5	24.4	7.3	2.8	.0060
Grand Traverse	690,034	22,971	25.0	29.9	16.9	10.4	.0270
Gratiot	510,462	27,758	20.9	25.3	20.1	18.5	.0155
Hillsdale	401,421	20,259	27.5	30.3	13.3	7.0	.0130
Houghton	329,697	16,819	30.7	26.1	9.9	5.7	.0114
Huron	368,011	20,224	27.7	28.2	14.0	8.3	.0125
Ionia	613,773	28,264	20.0	27.3	21.0	17.0	.0182
Iosco	277,316	16,665	34.9	26.0	10.3	4.8	.0098
Iron	126,853	15,823	29.4	24.7	11.4	3.8	.0041
Isabella	650,383	25,798	23.5	27.5	16.3	18.4	.0194
Kalkaska	113,182	17,793	30.1	27.8	11.9	4.5	.0039
Keweenaw	14,957	15,455	33.1	22.6	9.0	4.6	.0005
Lake	61,943	11,784	31.3	18.1	5.8	1.9	.0021
Leelanau	173,252	21,763	27.1	31.5	13.3	9.5	.0048
Lenawee	1,012,871	25,597	22.4	30.9	20.4	11.2	.0309
Luce	56,540	18,943	30.6	27.8	13.5	5.5	.0021
Mackinac	85,108	17,248	32.1	28.6	10.4	3.3	.0034
Manistee	229,642	18,600	27.3	29.7	11.1	5.7	.0074
Marquette	770,956	23,707	24.6	29.6	18.7	9.0	.0240
Mason	279,691	20,347	26.8	30.4	13.6	6.8	.0089
Mecosta	325,752	17,284	31.3	25.5	11.5	5.7	.0121
Menominee	217,110	18,053	29.7	30.7	9.8	3.6	.0068
Missaukee	81,952	16,154	34.2	26.8	8.6	3.1	.0028
Montcalm	555,817	23,328	24.0	28.8	17.4	11.2	.0179
Montmorency	71,441	15,832	32.9	24.3	9.1	5.0	.0022
Newaygo	373,893	19,829	26.9	28.2	14.6	6.9	.0110
Oceana	246,189	22,310	24.7	29.2	15.7	10.4	.0070
Ogemaw	139,658	13,992	31.4	22.1	8.4	4.0	.0056
Ontonagon	70,711	15,247	29.6	27.7	7.6	2.2	.0027
Osceola	224,730	22,719	25.6	28.7	16.1	11.5	.0072
Oscoda	52,173	13,078	33.9	22.8	4.6	2.2	.0022
Otsego	189,980	24,189	26.1	31.2	16.8	12.7	.0062
Presque Isle	106,056	14,007	26.9	25.3	6.3	3.7	.0039
Roscommon	182,069	15,757	34.4	22.8	9.6	5.3	.0064
St. Joseph	777,681	27,018	22.6	29.1	18.9	17.1	.0226
Sanilac	403,171	19,890	28.8	28.6	13.8	7.3	.0124
Schoolcraft	89,119	21,983	27.0	26.0	17.5	10.8	.0028
Shiawassee	816,095	28,289	19.6	29.7	21.6	14.4	.0239
Tuscola	601,785	25,713	22.3	28.9	20.1	12.3	.0179
Van Buren	668,938	19,985	26.3	28.9	14.7	6.4	.0211
Wexford	253,293	17,855	31.6	27.2	10.6	6.8	.0092
TOTAL METRO COUNTIES	**98,941,032**	**28,643**	**18.4**	**26.5**	**20.1**	**18.9**	**3.1046**
TOTAL STATE	**118,111,734**	**27,073**	**20.0**	**26.9**	**19.1**	**17.0**	**3.7129**

Minnesota

S&MM ESTIMATES

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
DULUTH	**247.6**	**.1008**	**32.8**	**12.1**	**17.0**	**17.3**	**28.9**	**94.2**	**1,533,837**	**323,553**	**159,102**	**229,951**	**62,507**	**236,693**	**44,331**
St. Louis	205.8	.0838	32.8	12.2	16.9	17.4	28.8	78.0	1,322,855	286,532	124,690	207,146	57,594	202,165	38,436
● Duluth	82.7	.0337	32.9	14.7	16.8	16.0	30.5	32.5	662,630	124,472	67,483	136,178	35,632	84,514	20,351
Douglas, Wisc.	*41.8*	*.0170*	*33.0*	*11.7*	*16.7*	*17.0*	*29.6*	*16.2*	*210,982*	*37,021*	*34,412*	*22,805*	*4,913*	*34,528*	*5,895*
● Superior	*27.1*	*.0110*	*33.0*	*13.4*	*16.7*	*15.6*	[illegible]	*11.2*	*187,372*	*33,354*	*26,932*	*21,615*	*4,544*	*34,258*	*5,856*
SUBURBAN TOTAL	137.8	.0561	32.7	10.3	17.0	18.5	27.6	50.5	683,835	165,727	64,687	72,158	22,331	117,921	18,124
FARGO - MOORHEAD	**149.8**	**.0609**	**29.2**	**18.0**	**19.3**	**17.0**	**21.8**	**55.4**	**1,044,098**	**152,222**	**102,110**	**151,400**	**45,292**	**271,838**	**19,354**
Clay	48.6	.0197	28.1	21.2	15.7	16.7	22.6	16.9	242,634	59,720	28,936	13,036	18,042	38,268	8,017
● Moorhead	28.9	.0118	25.7	29.0	15.1	14.6	21.3	9.9	187,776	51,665	22,715	9,971	15,558	29,472	7,171
Cass, N. D.	*101.2*	*.0412*	*29.5*	*16.4*	*21.1*	*17.1*	*21.3*	*38.5*	*801,464*	*92,502*	*73,174*	*138,364*	*27,250*	*233,570*	*11,337*
● Fargo	*70.1*	*.0285*	*29.3*	*19.5*	*21.1*	*16.1*	*21.9*	*27.7*	*730,097*	*79,267*	*65,250*	*137,050*	*26,243*	*218,574*	*10,412*
SUBURBAN TOTAL	50.8	.0206	30.5	9.7	19.1	19.5	21.8	17.8	126,225	21,290	14,145	4,379	3,491	23,792	1,771
MINNEAPOLIS - ST. PAUL	**2,336.4**	**.9513**	**31.2**	**11.6**	**20.0**	**20.4**	**22.0**	**885.6**	**17,640,652**	**3,028,422**	**1,761,333**	**2,895,625**	**738,118**	**4,004,804**	**433,144**
Anoka	224.5	.0914	28.5	10.6	20.5	23.3	13.4	74.1	1,132,965	170,045	104,901	242,345	33,726	260,551	24,201
Carver	42.9	.0175	30.0	11.5	18.2	20.6	20.3	14.6	135,436	31,197	12,838	3,135	3,737	35,350	3,846
Chisago	29.1	.0119	31.8	8.6	16.1	20.3	24.6	9.6	120,197	28,236	7,315	1,075	2,943	40,521	2,862
Dakota	235.8	.0960	29.5	10.2	20.2	22.9	16.0	82.5	1,467,380	250,241	122,805	263,336	55,858	313,110	34,112
Hennepin	1,001.4	.4077	32.4	12.2	20.8	19.7	24.9	411.0	9,184,604	1,552,814	950,790	1,591,866	423,741	2,064,028	227,108
● Bloomington	89.3	.0364	32.6	11.7	17.9	25.6	20.1	33.2	999,669	97,188	132,362	163,310	31,864	306,247	19,022
Brooklyn Park	54.1	.0220	27.3	13.9	25.8	20.6	9.5	20.1	174,442	35,589	23,907		7,164	37,767	5,902
Edina	48.1	.0196	40.7	7.7	12.4	23.9	35.5	19.8	869,291	133,034	29,404	258,552	101,284	101,374	4,707
● Minneapolis	370.2	.1507	32.7	14.9	23.2	14.1	30.6	171.8	2,670,786	466,156	381,052	473,946	126,673	358,831	107,877
St. Louis Park	44.3	.0180	34.8	11.3	20.8	18.4	31.2	19.3	457,528	115,422	50,952	87,197	20,669	60,028	14,723
Isanti	27.2	.0111	30.8	8.9	17.4	21.1	21.7	9.2	67,824	15,991	4,565	3,595	2,661	17,054	3,077
Ramsey	476.9	.1942	31.7	13.2	19.3	18.1	25.6	187.3	4,178,822	628,478	416,750	722,594	187,838	965,078	96,915
● St. Paul	274.7	.1118	32.3	13.6	19.5	15.2	29.6	114.4	2,180,704	361,537	252,362	423,146	79,666	359,005	56,689
Scott	53.9	.0219	29.3	9.9	18.7	21.8	17.6	17.3	261,190	49,990	27,077	14,412	3,240	71,987	6,181
Washington	130.5	.0531	29.8	9.3	19.6	24.0	15.7	42.9	598,009	193,294	66,714	29,182	13,609	96,518	19,047
Wright	66.1	.0269	29.7	9.4	17.4	19.5	21.3	20.6	291,099	73,845	27,025	2,772	6,329	80,317	9,549
St. Croix, Wisc.	*48.1*	*.0196*	*30.6*	*10.3*	*18.0*	*20.0*	*22.1*	*16.5*	*203,126*	*34,291*	*20,553*	*21,313*	*4,436*	*60,290*	*6,246*
SUBURBAN TOTAL	1,602.2	.6524	30.5	10.5	19.5	22.4	18.9	566.2	11,789,493	2,103,541	995,557	1,835,223	499,915	2,980,721	249,556
ROCHESTER	**98.4**	**.0401**	**30.9**	**11.9**	**19.2**	**21.3**	**20.9**	**36.8**	**844,654**	**141,559**	**65,696**	**142,389**	**36,612**	**209,738**	**23,799**
Olmsted	98.4	.0401	30.9	11.9	19.2	21.3	20.9	36.8	844,654	141,559	65,696	142,389	36,612	209,738	23,799
● Rochester	59.1	.0241	31.2	13.4	20.4	19.7	22.5	23.7	722,698	127,673	60,247	137,724	35,193	161,354	21,005
SUBURBAN TOTAL	39.3	.0160	30.5	9.5	17.5	23.7	18.4	13.1	121,956	13,886	5,449	4,665	1,419	48,384	2,794
ST. CLOUD	**181.7**	**.0741**	**28.0**	**15.5**	**16.9**	**17.1**	**21.0**	**57.9**	**1,495,618**	**200,952**	**88,820**	**139,414**	**42,475**	**232,331**	**24,012**
Benton	28.2	.0115	29.2	11.9	18.7	16.6	22.6	9.8	87,898	25,443	10,885	2,841	2,705	9,301	1,327
Sherburne	37.2	.0152	28.6	11.2	19.3	19.7	17.9	11.6	106,297	25,721	7,431	5,508	1,371	35,856	1,142
Stearns	116.3	.0474	27.3	17.7	15.8	16.4	21.6	36.5	1,301,423	149,788	70,504	131,065	38,399	187,174	21,543
● St. Cloud	43.4	.0177	27.1	26.0	16.8	13.7	23.0	14.9	1,042,699	90,506	47,922	111,085	21,593	132,762	11,626
SUBURBAN TOTAL	138.3	.0564	28.2	12.2	17.0	18.2	20.3	43.0	452,919	110,446	40,898	28,329	20,882	99,569	12,386
OTHER COUNTIES															
Aitkin	14.2	.0057	38.8	7.2	13.1	17.2	37.6	5.4	58,739	14,632	7,776	3,493	844	13,259	2,622
Becker	30.8	.0126	33.0	9.1	15.1	17.9	29.2	11.0	126,830	26,224	10,130	8,691	6,195	27,760	4,502
Beltrami	34.2	.0139	29.2	16.2	16.3	17.2	23.3	11.6	239,909	47,604	22,677	21,335	9,353	46,974	4,520
Big Stone	7.5	.0030	39.1	7.8	12.7	17.1	37.7	2.8	33,034	7,394	2,208	658	171	4,994	1,057
Blue Earth	52.0	.0212	29.2	19.7	17.3	15.5	24.6	18.6	402,975	72,843	34,484	50,034	23,465	94,724	19,013
Brown	27.9	.0114	33.6	11.2	14.5	17.1	30.9	10.2	169,831	40,888	15,055	16,209	7,274	40,615	4,616
Carlton	30.3	.0123	33.3	8.7	16.0	19.4	27.9	10.6	136,450	41,798	9,706	7,978	3,023	25,833	5,358
Cass	22.5	.0091	38.3	6.7	12.9	18.1	36.2	8.3	97,192	28,216	7,541	1,518	693	19,457	1,564
Chippewa	14.2	.0058	36.1	8.5	14.7	16.8	34.4	5.5	76,005	15,299	6,740	7,375	4,174	14,372	2,520
Clearwater	9.0	.0037	35.3	8.1	12.5	18.5	32.0	3.1	29,579	7,201	1,582	3,260	848	5,038	618
Cook	4.2	.0017	35.9	8.0	17.5	20.6	30.7	1.8	27,778	6,857	2,232	3,266	288	2,188	358
Cottonwood	13.9	.0057	36.5	7.9	14.2	17.2	34.7	5.2	84,554	16,173	5,375	6,771	4,773	21,512	2,505
Crow Wing	46.5	.0189	35.1	8.7	14.9	18.4	31.7	17.6	318,903	62,607	30,086	43,771	16,396	69,933	5,983
Dodge	15.6	.0064	31.9	9.0	16.5	18.9	26.0	5.3	33,920	10,009	3,465	2,672	437	5,229	1,122
Douglas	30.3	.0123	34.2	11.0	14.3	17.6	31.3	11.4	183,700	43,501	13,225	10,224	13,509	30,511	5,860
Faribault	18.5	.0075	37.3	8.6	13.6	17.4	35.5	7.3	95,410	18,399	6,311	1,507	2,261	21,011	3,663
Fillmore	21.2	.0087	37.0	7.9	13.6	17.6	35.0	7.8	131,510	34,256	5,708	1,534	3,202	41,952	2,823
Freeborn	34.7	.0141	35.2	9.1	15.0	18.7	31.5	13.4	253,594	47,216	20,452	20,509	13,073	72,752	9,386
Goodhue	40.3	.0164	34.2	8.8	15.5	18.7	30.1	14.6	249,157	66,115	21,459	8,482	8,102	69,567	8,749
Grant	7.1	.0029	39.7	7.2	12.8	17.1	38.8	2.6	20,371	2,941	1,614	447	428	8,872	1,069
Houston	19.3	.0078	33.5	9.1	15.8	17.7	29.9	6.4	57,922	24,377	4,476	790	689	7,990	1,407
Hubbard	15.7	.0064	36.0	7.5	14.0	19.1	32.3	5.7	57,856	10,913	3,356	4,724	1,582	11,093	1,519
Itasca	44.3	.0180	32.6	9.0	16.6	18.6	27.4	16.2	180,349	42,167	13,438	11,079	3,026	42,633	7,287
Jackson	12.9	.0053	35.1	10.4	14.2	17.0	33.2	4.8	53,197	7,189	5,336	1,557	1,935	19,217	1,512
Kanabec	12.6	.0051	33.7	8.5	14.1	19.5	28.7	4.6	51,127	16,453	4,742	1,055	1,059	11,092	1,243
Kandiyohi	38.7	.0158	32.4	12.0	16.5	17.2	28.5	14.1	259,029	41,652	20,503	30,718	17,458	65,111	4,943
Kittson	6.3	.0025	37.8	7.6	14.5	17.2	36.3	2.4	26,852	7,804	1,628	194	498	4,626	404
Koochiching	16.1	.0066	32.6	9.3	16.3	19.2	26.9	5.8	81,459	17,598	7,502	10,191	1,048	11,635	3,740
Lac qui Parle	9.9	.0040	38.4	8.2	13.2	16.5	37.4	3.7	37,076	7,743	2,750	1,493	2,158	7,256	1,089
Lake	11.9	.0049	33.8	9.3	16.2	21.4	26.7	4.3	56,950	8,133	3,890	1,008	202	25,657	764
Lake of the Woods	4.0	.0016	37.5	7.7	12.9	20.2	33.5	1.5	19,488	4,619	1,900	1,293	91	1,200	422
Le Sueur	23.9	.0097	33.2	9.0	14.8	18.6	28.8	8.7	88,046	17,241	12,389	2,453	3,579	18,585	3,392

MINN. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Lincoln	7.7	.0032	37.9	7.4	12.1	17.5	36.1	2.8	14,835	3,254	885	208	499	4,084	713
Lyon	25.3	.0103	31.4	13.8	15.2	16.7	27.8	9.0	152,414	33,520	12,403	18,426	4,980	32,720	3,113
McLeod	31.1	.0126	33.1	9.3	16.2	18.6	28.3	11.3	204,378	39,250	16,051	21,639	8,026	54,833	4,286
Mahnomen	5.2	.0021	33.2	7.9	12.1	17.4	30.4	1.7	17,363	5,576	1,617	1,119	240	2,730	749
Marshall	12.5	.0051	34.1	7.8	14.2	17.6	31.2	4.5	24,131	4,499	2,491	423	353	10,115	520
Martin	24.4	.0100	35.3	9.3	15.3	17.4	33.0	9.6	131,904	25,847	11,493	14,792	7,591	34,342	4,739
Meeker	21.5	.0087	34.4	8.4	14.7	17.2	32.0	7.8	93,082	15,297	10,062	5,260	3,531	21,385	2,209
Mille Lacs	18.9	.0077	34.5	8.5	14.2	18.0	31.2	6.9	90,388	28,749	5,354	5,141	5,290	8,377	2,340
Morrison	30.7	.0125	31.9	8.8	14.0	17.1	28.6	10.3	150,347	38,367	10,683	3,378	4,612	26,089	7,574
Mower	38.6	.0157	36.6	9.0	13.9	17.4	34.6	15.0	247,181	43,860	24,697	20,228	12,453	63,824	9,167
Murray	10.6	.0043	35.0	8.1	14.0	16.6	38.3	3.9	48,990	6,865	3,547	3,623	1,729	9,288	5,408
Nicollet	29.8	.0122	29.7	16.3	17.3	17.0	22.9	9.9	98,188	23,520	14,304	725	2,387	30,068	1,765
Nobles	20.4	.0083	34.6	10.0	14.1	17.9	31.6	7.6	164,504	31,069	14,104	8,605	13,592	37,966	6,160
Norman	8.7	.0035	39.0	7.0	12.5	16.8	38.0	3.2	23,729	6,186	1,268	147	274	8,644	1,014
Otter Tail	53.9	.0219	37.0	8.6	13.8	18.0	34.5	19.8	244,042	46,924	17,893	23,263	12,264	64,477	8,797
Pennington	14.8	.0061	32.0	11.7	16.1	17.6	27.6	5.6	84,366	16,993	5,885	7,810	2,712	20,811	2,953
Pine	21.2	.0086	34.2	8.7	14.5	18.5	30.4	7.4	97,982	13,168	16,583	2,993	1,196	22,998	1,999
Pipestone	10.9	.0044	36.5	9.6	12.9	16.5	35.2	4.3	61,735	14,190	4,289	2,525	3,944	11,904	2,509
Polk	33.8	.0138	33.3	10.9	14.6	17.0	30.8	12.4	185,161	45,641	24,824	4,095	6,917	42,251	6,735
Pope	11.7	.0047	37.9	7.9	13.3	16.8	36.7	4.6	49,512	11,018	5,813	673	512	13,008	2,381
Red Lake	5.1	.0021	33.1	9.3	13.0	17.5	30.0	1.8	12,702	2,426	904	478	537	5,502	147
Redwood	18.2	.0074	35.9	8.4	13.7	17.2	34.0	6.6	79,458	16,476	6,879	3,479	5,385	20,791	2,027
Renville	19.4	.0079	35.9	8.8	13.7	16.6	34.4	7.3	84,494	18,554	5,770	1,167	1,611	23,942	1,990
Rice	48.6	.0198	29.9	16.3	15.6	18.3	23.7	16.1	253,660	60,447	26,200	16,133	11,976	54,160	9,404
Rock	10.4	.0042	34.7	8.8	14.3	16.8	32.7	3.8	66,960	14,834	4,982	3,550	2,024	23,792	1,503
Roseau	13.7	.0056	33.5	9.1	14.6	17.7	30.0	4.8	59,612	15,595	2,930	2,151	3,939	18,397	2,740
Sibley	14.9	.0060	35.6	8.7	13.4	18.4	32.4	5.4	44,393	12,314	3,288	1,988	1,548	11,966	949
Steele	31.0	.0126	31.9	10.9	16.9	18.1	26.7	11.1	197,466	31,733	14,995	13,335	14,197	55,345	7,318
Stevens	10.6	.0043	30.7	17.7	13.7	15.5	28.5	3.6	69,240	14,516	7,557	3,151	3,105	21,328	4,374
Swift	12.3	.0050	35.6	8.5	13.4	16.2	34.6	4.6	56,463	12,826	3,592	3,239	713	7,221	3,023
Todd	26.1	.0106	33.8	8.4	13.8	17.5	30.8	9.3	75,438	18,893	4,591	2,928	1,296	19,788	3,001
Traverse	5.3	.0022	40.4	7.4	11.2	17.9	38.5	1.8	22,429	4,744	996	879	511	7,292	1,207
Wabasha	20.2	.0082	33.6	8.8	15.7	17.3	30.5	7.5	76,578	14,002	6,232	1,491	2,317	29,141	3,325
Wadena	14.1	.0058	34.6	8.8	12.9	17.9	31.6	5.0	70,938	20,013	4,090	4,511	2,208	10,608	2,895
Waseca	18.7	.0076	31.8	11.5	16.3	16.4	28.3	6.7	71,687	24,038	4,763	3,769	3,485	11,902	3,923
Watonwan	11.8	.0048	36.8	8.9	14.1	18.0	34.3	4.7	47,845	9,953	3,070	3,260	1,568	19,462	795
Wilkin	8.1	.0033	34.2	9.9	14.0	17.4	31.4	2.8	38,893	8,166	5,542	367	1,577	9,149	1,456
Winona	46.2	.0188	30.7	17.1	15.5	16.5	26.8	16.1	263,821	62,744	28,090	26,736	10,767	51,801	6,865
Yellow Medicine	12.6	.0052	36.6	10.4	12.8	17.0	34.9	4.6	44,636	11,293	3,984	860	3,362	6,136	2,864
TOTAL METRO COUNTIES	**2,822.8**	**1.1494**	**31.1**	**12.1**	**19.5**	**19.9**	**22.5**	**1,058.7**	**21,343,287**	**3,682,894**	**2,048,922**	**3,376,297**	**888,405**	**4,627,016**	**521,162**
TOTAL STATE	**4,292.3**	**1.7475**	**31.8**	**11.5**	**18.0**	**19.1**	**25.2**	**1,592.2**	**28,903,224**	**5,326,316**	**2,701,359**	**3,901,131**	**1,205,467**	**6,417,401**	**771,729**

MINN.	EFFECTIVE BUYING INCOME—1987						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
DULUTH	**3,048,954**	**25,827**	**21.0**	**26.9**	**20.3**	**13.0**	**.0976**
St. Louis	2,561,876	26,461	20.4	26.7	20.9	13.4	.0825
● Duluth	1,035,775	23,270	23.5	26.4	17.2	12.7	.0358
Douglas, Wisc.	*487,078*	*23,306*	*24.0*	*28.0*	*17.5*	*11.0*	*.0151*
● *Superior*	*335,474*	*22,416*	*24.7*	*26.2*	*16.7*	*11.6*	*.0111*
SUBURBAN TOTAL	1,677,705	28,595	18.6	27.4	23.1	13.5	.0507
FARGO - MOORHEAD	**1,936,731**	**26,167**	**21.7**	**28.2**	**19.1**	**14.9**	**.0627**
Clay	535,386	23,709	23.5	30.0	16.8	11.4	.0171
● Moorhead	322,304	23,446	24.0	29.3	16.5	11.9	.0110
Cass, N. D.	*1,401,345*	*27,408*	*20.9*	*27.4*	*20.1*	*16.4*	*.0456*
● *Fargo*	*1,002,962*	*26,565*	*21.8*	*26.5*	*19.6*	*16.0*	*.0356*
SUBURBAN TOTAL	611,465	27,202	20.2	30.2	19.8	14.8	.0161
MINNEAPOLIS - ST. PAUL	**37,729,516**	**33,701**	**16.5**	**24.6**	**21.7**	**26.1**	**1.1219**
Anoka	3,038,719	35,461	12.6	29.1	29.7	21.3	.0878
Carver	631,579	34,115	15.0	25.8	21.4	27.2	.0160
Chisago	316,106	27,486	19.7	29.7	22.3	12.0	.0097
Dakota	3,720,897	37,683	13.8	24.0	25.5	29.4	.1058
Hennepin	17,760,732	33,132	17.3	23.5	19.8	27.3	.5372
● Bloomington	1,721,354	42,852	10.2	21.8	23.3	39.8	.0536
Brooklyn Park	853,506	37,175	12.5	25.6	28.2	26.1	.0211

	EFFECTIVE BUYING INCOME—1987						
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Edina	1,249,915	47,797	12.0	18.6	16.4	47.4	.0403
● Minneapolis	5,833,469	24,018	23.1	25.4	16.0	16.6	.1731
St. Louis Park	871,009	35,099	16.4	25.2	21.3	28.9	.0261
Isanti	291,931	25,776	21.5	31.7	19.7	11.2	.0081
Ramsey	7,566,096	31,100	18.6	25.1	20.2	23.5	.2381
● St. Paul	4,102,165	26,358	21.9	25.9	18.1	17.9	.1288
Scott	673,893	32,333	16.9	28.4	25.1	19.1	.0199
Washington	2,384,471	46,798	9.2	16.4	23.9	44.9	.0595
Wright	725,736	28,686	18.8	30.6	21.6	15.5	.0223
St. Croix, Wisc.	*619,356*	*30,678*	*17.9*	*27.1*	*22.4*	*19.3*	*.0175*
SUBURBAN TOTAL	26,072,538	37,218	13.8	24.2	24.0	29.8	.7664
ROCHESTER	**1,499,892**	**32,699**	**17.6**	**25.8**	**22.3**	**23.6**	**.0478**
Olmsted	1,499,892	32,699	17.6	25.8	22.3	23.6	.0478
● Rochester	954,873	32,095	18.4	25.1	22.1	23.2	.0338
SUBURBAN TOTAL	545,019	33,520	16.1	27.1	22.8	24.3	.0140
ST. CLOUD	**1,928,605**	**25,444**	**22.3**	**30.5**	**18.3**	**13.0**	**.0739**
Benton	315,161	25,399	21.5	29.6	19.2	12.7	.0089
Sherburne	423,228	30,160	17.1	30.8	23.7	16.2	.0117
Stearns	1,190,216	23,941	24.2	30.4	16.4	12.1	.0533
● St. Cloud	485,144	23,160	24.7	28.5	16.6	11.4	.0314
SUBURBAN TOTAL	1,443,461	26,259	21.4	31.1	18.9	13.6	.0425

MINN. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Aitkin	98,167	13,603	32.9	23.2	6.1	1.7	.0038
Becker	254,603	16,822	31.9	26.0	9.2	5.5	.0088
Beltrami	325,386	19,448	26.7	26.0	12.9	9.8	.0126
Big Stone	76,115	20,149	26.9	28.6	12.8	8.9	.0025
Blue Earth	591,482	23,095	25.5	29.1	16.6	11.2	.0213
Brown	295,943	22,175	24.5	31.4	14.8	9.0	.0102
Carlton	351,972	27,133	20.6	28.2	20.3	14.7	.0106
Cass	188,835	16,414	31.9	25.4	9.5	5.0	.0066
Chippewa	153,918	20,721	26.6	28.6	13.6	9.5	.0050
Clearwater	58,209	13,215	29.9	22.8	6.7	2.5	.0021
Cook	45,723	19,000	27.0	27.0	14.1	6.3	.0016
Cottonwood	132,428	18,529	29.5	27.4	11.0	7.5	.0049
Crow Wing	471,022	19,731	26.8	27.5	13.9	8.0	.0173
Dodge	168,275	25,661	20.4	31.2	19.3	12.1	.0045
Douglas	284,304	18,443	28.4	28.4	11.3	6.2	.0105
Faribault	177,558	18,119	30.3	28.1	10.8	5.7	.0062
Fillmore	184,915	17,555	28.7	27.5	10.4	5.6	.0070
Freeborn	366,464	21,603	24.9	31.1	15.5	7.1	.0137
Goodhue	486,892	26,212	21.3	28.6	19.5	14.1	.0156
Grant	77,542	21,152	27.0	28.0	13.2	11.5	.0022
Houston	183,839	22,319	24.7	30.7	15.5	9.4	.0055
Hubbard	142,066	17,928	30.5	26.5	11.1	6.9	.0046
Itasca	435,807	22,011	24.1	31.8	15.4	6.9	.0139
Jackson	137,056	21,642	25.8	28.8	14.7	10.0	.0043
Kanabec	123,006	20,119	27.3	28.7	13.8	7.8	.0038
Kandiyohi	424,302	22,006	26.2	29.7	14.6	10.6	.0150
Kittson	64,654	20,000	26.8	27.3	14.3	8.4	.0020
Koochiching	166,629	23,624	22.0	29.6	17.7	9.5	.0055
Lac qui Parle	32,744	16,430	30.7	25.8	9.2	4.8	.0028
Lake	123,643	23,496	23.8	38.4	13.0	8.2	.0040
Lake of the Woods	29,605	15,130	34.4	26.3	6.6	2.0	.0012
Le Sueur	233,591	20,924	25.6	31.0	13.8	7.1	.0072
Lincoln	60,210	15,000	31.8	21.6	8.9	4.9	.0019
Lyon	265,498	21,980	24.9	29.4	15.2	10.0	.0091
McLeod	335,387	23,946	22.7	32.1	17.7	9.3	.0117
Mahnomen	39,170	16,610	31.9	24.8	9.5	6.5	.0014
Marshall	104,389	17,449	29.7	27.2	9.8	5.8	.0032
Martin	324,762	25,198	23.3	29.8	16.5	15.4	.0096
Meeker	224,037	21,176	25.4	27.3	15.3	9.9	.0070
Mille Lacs	177,917	19,148	27.6	28.1	12.7	7.0	.0061
Morrison	254,194	18,118	27.2	27.4	11.2	6.7	.0095
Mower	450,937	22,939	23.6	27.0	17.5	11.4	.0149
Murray	96,879	18,752	29.5	29.4	9.8	6.9	.0033
Nicollet	389,542	29,916	19.1	26.3	21.3	20.3	.0104
Nobles	180,510	17,571	30.6	27.0	10.7	5.6	.0077
Norman	88,664	20,114	26.1	27.9	12.6	9.8	.0026
Otter Tail	493,828	17,992	28.6	27.7	11.0	6.1	.0168
Pennington	120,503	16,159	32.7	25.9	9.0	3.6	.0048
Pine	166,967	16,778	28.9	27.7	9.8	4.3	.0062
Pipestone	94,020	15,583	29.7	25.1	7.0	5.7	.0036
Polk	315,181	18,815	26.8	28.2	12.3	6.6	.0112
Pope	101,248	15,804	30.5	25.9	8.2	5.0	.0035
Red Lake	35,693	14,554	29.3	23.4	9.4	2.4	.0012
Redwood	176,116	19,309	27.6	28.0	12.3	7.9	.0058
Renville	203,818	21,783	24.9	31.6	14.4	8.6	.0064
Rice	527,981	24,644	23.3	30.1	18.7	11.7	.0171
Rock	89,485	17,633	31.1	28.7	9.4	5.3	.0035
Roseau	120,038	19,528	26.1	29.8	12.6	6.4	.0042
Sibley	160,024	22,595	24.9	30.4	15.1	10.5	.0046
Steele	336,196	24,038	23.3	33.5	17.0	9.3	.0117
Stevens	91,609	17,953	28.8	27.9	9.8	7.0	.0036
Swift	116,611	18,548	27.5	27.7	10.4	8.0	.0039
Todd	197,440	15,460	30.4	24.7	8.1	4.5	.0067
Traverse	49,498	19,477	29.0	27.2	11.9	9.6	.0016
Wabasha	223,673	22,809	23.3	29.4	15.9	11.0	.0067
Wadena	124,609	17,193	28.9	23.6	12.5	6.4	.0044
Waseca	219,279	25,378	21.7	29.1	18.1	14.2	.0063
Watonwan	115,398	19,219	28.3	31.5	10.0	6.1	.0036
Wilkin	94,332	26,000	24.3	28.4	18.4	14.8	.0030
Winona	531,789	24,232	23.8	28.6	16.8	13.3	.0171
Yellow Medicine	136,734	22,078	24.6	28.5	14.4	11.7	.0041
TOTAL METRO COUNTIES	**43,635,919**	**32,477**	**17.3**	**25.1**	**21.4**	**24.2**	**1.3257**
TOTAL STATE	**58,403,780**	**27,803**	**20.3**	**26.2**	**18.9**	**19.1**	**1.8225**

Mississippi

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
BILOXI - GULFPORT	**206.4**	**.0840**	**30.0**	**13.4**	**17.0**	**18.9**	**22.5**	**73.8**
Hancock	32.2	.0131	33.0	8.9	14.5	19.2	27.9	11.5
Harrison	174.2	.0709	29.5	14.2	17.3	18.9	21.6	62.3
• Biloxi	50.3	.0205	27.4	20.7	17.8	16.8	20.7	17.7
• Gulfport	43.1	.0175	33.2	11.6	16.5	18.5	28.5	17.3
SUBURBAN TOTAL	113.0	.0460	30.0	10.8	16.6	20.6	21.1	38.8
JACKSON	**402.8**	**.1639**	**30.0**	**12.2**	**18.5**	**18.8**	**21.8**	**140.7**
Hinds	266.3	.1084	29.9	13.2	18.6	18.0	22.6	95.6
• Jackson	212.9	.0867	30.0	13.1	19.3	17.6	22.9	78.0
Madison	52.5	.0213	28.6	11.4	17.5	16.5	22.4	16.9
Rankin	86.0	.0342	30.8	9.3	19.0	22.7	19.4	28.2
SUBURBAN TOTAL	189.9	.0772	29.9	11.1	17.7	20.1	20.8	62.7
PASCAGOULA	**129.4**	**.0527**	**29.1**	**10.9**	**17.9**	**21.6**	**17.9**	**44.1**
Jackson	129.4	.0527	29.1	10.9	17.9	21.6	17.9	44.1
• Pascagoula	31.3	.0127	29.6	13.3	18.4	20.2	19.9	11.4
SUBURBAN TOTAL	98.1	.0400	29.0	10.2	17.6	22.0	17.4	32.7
OTHER COUNTIES								
Adams	38.7	.0157	31.7	10.5	15.5	18.4	26.4	13.8
Alcorn	34.1	.0139	33.6	9.0	16.3	20.8	26.9	13.1
Amite	13.4	.0055	32.9	9.2	13.0	16.7	30.6	4.6
Attala	19.9	.0081	35.3	8.5	12.9	17.5	32.9	7.1
Benton	8.5	.0034	31.7	10.2	12.8	16.9	29.0	2.7
Bolivar	45.2	.0184	26.8	12.7	14.2	14.0	24.3	14.4
Calhoun	15.6	.0064	33.9	9.6	14.4	17.9	30.4	5.7
Carroll	10.0	.0040	33.4	9.3	13.3	17.9	29.9	3.4

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
BILOXI - GULFPORT	**1,150,960**	**219,214**	**133,212**	**183,849**	**50,487**	**285,430**	**56,463**
Hancock	115,675	37,994	7,881	13,377	3,677	25,709	3,982
Harrison	1,035,285	181,220	125,331	170,472	46,810	259,721	52,481
• Biloxi	345,623	47,753	54,560	97,495	16,339	46,727	19,039
• Gulfport	484,570	81,470	52,778	44,500	27,186	165,996	24,327
SUBURBAN TOTAL	320,767	89,991	25,874	41,854	6,962	72,707	13,097
JACKSON	**2,314,644**	**408,152**	**167,105**	**352,093**	**125,176**	**615,228**	**97,134**
Hinds	1,937,555	311,554	141,447	317,792	97,903	543,175	81,057
• Jackson	1,775,202	267,450	132,647	290,959	97,835	505,664	70,862
Madison	152,357	38,362	10,246	11,090	7,355	42,732	4,475
Rankin	224,732	58,236	15,412	23,211	19,918	29,321	11,602
SUBURBAN TOTAL	539,442	140,702	34,458	61,134	27,341	109,564	26,272
PASCAGOULA	**606,919**	**160,158**	**51,163**	**105,455**	**20,064**	**123,937**	**25,227**
Jackson	606,919	160,158	51,163	105,455	20,064	123,937	25,227
• Pascagoula	305,828	64,684	25,080	36,133	12,593	95,322	11,312
SUBURBAN TOTAL	301,091	95,474	26,083	69,322	7,471	28,615	13,915
OTHER COUNTIES							
Adams	308,152	50,361	17,812	52,233	13,181	93,918	13,789
Alcorn	198,520	45,561	14,764	21,456	6,652	40,621	8,737
Amite	27,168	8,931	1,095	1,527	815	6,850	1,006
Attala	70,786	14,279	4,100	11,753	6,056	11,395	4,911
Benton	8,512	4,386	595	195	484	1,120	202
Bolivar	168,625	41,145	7,945	19,566	8,613	34,441	8,069
Calhoun	39,972	11,823	1,466	4,758	2,337	7,562	1,403
Carroll	13,374	3,474	172		428	720	260

MISS. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Chickasaw	18.3	.0075	31.8	9.6	15.2	18.1	27.0	6.2	81,062	18,339	2,081	7,507	13,444	21,213	4,381
Choctaw	9.2	.0037	33.0	9.1	14.0	18.0	29.2	3.1	17,430	5,051	676	1,435	783	4,202	1,252
Claiborne	12.5	.0051	26.4	20.0	13.5	14.0	24.4	3.7	20,241	7,388	892	1,209	676	2,106	1,308
Clarke	17.6	.0072	33.0	9.2	14.7	17.9	29.2	6.3	59,863	18,925	1,520	5,452	3,037	10,257	3,006
Clay	21.9	.0089	29.9	11.5	15.7	16.9	25.1	7.4	72,412	24,522	3,475	9,489	2,602	15,126	3,811
Coahoma	36.1	.0147	29.1	10.1	13.4	15.4	26.6	12.3	190,110	49,731	10,154	19,814	7,196	43,429	7,004
Copiah	27.6	.0115	31.3	11.9	13.8	16.6	28.3	9.3	74,721	17,827	2,611	8,353	2,743	21,729	4,873
Covington	16.9	.0068	32.3	9.6	13.5	18.7	27.6	5.9	43,132	9,697	1,113	3,073	1,201	11,569	3,154
☐ De Soto	65.1	.0265	30.0	8.9	17.2	23.8	17.7	21.3	209,611	75,662	12,048	16,925	4,718	44,575	6,588
Forrest	70.0	.0285	29.6	16.6	16.6	16.6	24.4	26.1	592,619	115,272	50,919	96,172	36,333	129,961	24,746
Hattiesburg	41.8	.0170	28.4	21.2	16.6	14.1	25.0	15.9	525,257	91,764	46,252	83,986	33,346	119,164	19,012
Franklin	8.7	.0036	34.2	9.4	13.5	17.5	31.5	3.2	11,745	2,623	174	409	658	3,231	1,626
George	16.8	.0068	30.5	9.2	15.3	19.9	23.2	5.5	51,959	16,414	2,911	7,596	852	12,685	1,791
Greene	10.3	.0042	30.7	9.6	14.7	18.7	25.0	3.3	11,633	3,085	408	304	864	2,871	1,451
Grenada	19.6	.0080	31.9	9.9	15.2	17.9	27.4	6.9	159,387	25,629	8,220	19,962	4,039	68,716	4,156
Holmes	22.9	.0094	29.1	11.3	11.8	13.8	29.3	7.5	82,819	39,552	2,029	3,888	1,608	12,365	4,541
Humphreys	13.8	.0056	28.1	10.3	12.1	15.0	26.7	4.5	50,822	17,309	2,075	3,768	3,155	9,260	2,149
Issaquena	2.5	.0010	28.0	11.4	13.7	17.6	22.8	.8	820	820					
Itawamba	21.4	.0087	34.4	9.8	15.1	20.3	28.8	7.8	52,500	10,977	1,911	7,779	1,911	17,599	2,048
Jasper	17.2	.0070	31.9	9.6	14.3	17.3	28.2	6.0	40,247	10,559	1,914	1,842	822	11,985	2,173
Jefferson	9.3	.0038	28.8	11.1	13.9	15.2	26.2	3.0	10,187	2,885	195	838	127	2,253	708
Jefferson Davis	14.3	.0058	30.8	9.2	14.4	16.5	27.4	4.6	29,856	9,256	1,048	3,263	461	6,631	551
Jones	63.2	.0257	33.0	10.5	16.0	19.0	27.8	23.1	363,301	65,074	26,612	52,527	26,473	92,587	19,094
Kemper	10.2	.0042	31.9	9.6	13.9	15.7	30.0	3.5	17,804	5,836	743	1,205	445	2,665	459
Lafayette	30.9	.0126	28.5	21.4	16.4	17.3	22.1	11.4	118,436	27,476	10,155	11,633	4,620	24,410	5,112
Lamar	28.1	.0114	29.7	11.2	17.5	20.1	20.6	9.7	53,190	17,600	1,265	8,180	380	10,601	3,700
Lauderdale	80.5	.0328	31.8	11.6	16.3	18.0	26.8	29.7	503,320	88,938	36,121	87,111	26,472	124,108	24,992
Meridian	46.4	.0189	33.8	9.7	15.8	17.1	31.0	18.3	443,870	77,104	30,279	82,380	24,257	116,915	23,440
Lawrence	13.0	.0053	31.6	10.1	14.1	18.9	26.3	4.5	31,942	8,602	986	511	1,918	10,922	2,908
Leake	19.2	.0078	34.5	9.0	13.8	17.6	31.6	6.8	65,557	15,013	2,362	13,570	2,747	14,678	4,343
Lee	64.9	.0264	32.0	9.8	17.2	20.7	24.2	24.2	595,060	95,201	29,983	88,397	27,324	163,279	21,564
Leflore	41.4	.0169	28.7	12.9	13.9	15.3	25.9	13.8	205,916	44,660	19,842	28,795	14,823	42,635	8,637
Lincoln	31.9	.0130	32.2	9.4	15.5	17.8	27.9	11.3	171,079	32,851	7,929	27,471	6,062	41,640	12,117
Lowndes	61.4	.0250	29.0	13.3	17.5	18.6	20.9	21.6	400,096	91,834	25,599	47,272	24,034	77,909	15,091
Marion	26.7	.0109	32.0	9.8	14.5	17.6	28.0	9.2	107,783	34,418	5,594	13,364	4,588	18,041	5,507
Marshall	33.5	.0136	28.9	11.9	14.1	17.8	23.6	10.4	65,787	18,430	2,656	10,323	1,216	12,028	2,364
Monroe	36.5	.0149	32.3	9.3	15.2	18.8	27.1	12.8	118,942	29,810	5,067	16,534	4,569	33,038	7,963
Montgomery	12.8	.0052	35.4	8.8	12.6	17.3	33.2	4.4	41,512	13,852	1,430	7,761	1,879	5,944	1,952
Neshoba	24.9	.0101	32.7	8.9	15.0	17.7	28.9	9.1	106,864	29,084	3,723	19,867	1,722	21,902	3,753
Newton	20.5	.0084	34.8	10.2	13.7	17.7	32.0	7.6	69,454	19,922	2,626	5,272	1,820	22,283	1,801
Noxubee	12.6	.0051	29.7	10.6	13.0	15.5	27.5	4.1	29,867	12,203	228	2,755	1,991	4,640	3,110
Oktibbeha	38.1	.0155	24.6	26.8	15.5	15.2	17.9	12.3	147,066	31,920	11,589	17,582	9,243	30,422	4,675
Panola	29.4	.0120	31.0	9.7	13.7	16.4	28.1	9.9	113,168	27,397	5,361	14,309	3,734	31,489	6,824
Pearl River	39.5	.0161	31.5	9.9	15.3	20.7	23.9	13.7	139,727	31,127	9,282	16,359	7,487	36,592	10,924
Perry	10.3	.0042	30.6	9.8	14.8	19.7	23.7	3.5	25,772	13,689	471	3,584	571	2,292	828
Pike	38.7	.0157	32.2	9.7	14.6	17.3	28.6	13.7	207,492	39,906	19,390	23,229	15,718	46,409	13,416
Pontotoc	23.0	.0094	33.6	9.2	15.4	18.6	29.3	8.3	57,333	22,084	2,879	6,726	2,023	6,590	2,079
Prentiss	25.6	.0104	33.5	10.3	15.0	19.5	28.2	9.2	69,013	17,385	3,858	6,993	2,376	21,059	3,904
Quitman	11.8	.0048	29.8	9.6	12.9	14.8	28.4	4.0	43,959	15,551	1,413	5,841	1,150	6,701	2,129
Scott	26.4	.0108	31.6	9.6	15.1	18.5	26.4	9.4	104,795	26,946	5,184	11,691	4,453	25,965	5,830
Sharkey	7.9	.0032	27.5	10.5	14.5	15.0	24.2	2.3	21,965	8,207	1,091	1,988	178	3,314	515
Simpson	25.1	.0102	32.2	9.2	15.3	18.3	27.4	8.6	82,235	22,582	4,006	9,791	2,003	22,443	5,605
Smith	16.5	.0067	32.7	9.4	15.3	18.8	27.6	5.7	33,226	10,231	561	1,408	492	9,772	1,166
Stone	10.5	.0043	30.5	13.6	14.9	18.2	25.1	3.5	37,623	8,649	1,964	1,660	537	11,005	2,314
Sunflower	36.8	.0150	28.4	12.4	16.3	15.1	24.2	10.7	108,551	29,365	5,548	14,319	2,695	25,002	4,766

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MISS. (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Tallahatchie	16.3	.0066	30.0	9.6	12.5	15.8	27.9	5.4	35,659	11,555	1,383	3,468	1,107	7,365	3,310
Tate	21.8	.0089	29.8	13.3	14.4	18.2	24.3	7.0	115,369	35,627	8,001	12,405	1,149	28,938	1,952
Tippah	19.8	.0081	33.9	9.7	14.3	18.7	29.7	7.0	80,158	21,749	2,767	10,056	4,043	21,561	2,613
Tishomingo	18.6	.0075	35.0	9.0	16.0	20.6	29.5	7.0	52,938	19,060	1,696	9,211	3,881	6,419	2,114
Tunica	9.0	.0037	26.6	9.9	12.7	12.9	26.5	3.0	35,322	6,437	1,988	5,124	1,197	9,416	2,076
Union	23.3	.0095	34.3	8.7	15.6	18.6	30.4	8.7	81,155	16,436	5,701	13,200	3,787	12,005	3,542
Walthall	14.0	.0057	32.0	9.1	13.4	17.6	28.3	4.7	29,675	5,958	1,271	3,377	781	9,006	1,529
Warren	53.2	.0216	30.7	10.1	16.9	18.5	24.2	19.1	268,436	68,211	23,177	39,219	10,395	57,478	13,124
Washington	71.3	.0291	28.7	10.0	15.4	16.3	24.1	23.6	387,497	69,956	21,783	78,822	22,468	91,125	15,177
Greenville	40.[illegible]	.0163	29.7	10.0	14.9	16.2	25.8	13.6	335,953	54,730	20,790	76,706	18,738	82,019	12,534
Wayne	20.7	.0084	29.9	10.8	15.5	18.5	23.6	6.8	62,744	18,447	2,577	5,908	4,684	11,202	3,386
Webster	10.2	.0041	36.8	9.1	12.8	18.6	33.8	3.7	26,194	5,866	982	2,149	1,525	7,873	1,151
Wilkinson	10.1	.0042	32.7	10.1	13.8	16.2	30.6	3.4	21,930	8,960	819	3,059	787	3,222	1,159
Winston	19.5	.0079	33.3	8.7	14.6	17.3	30.2	6.8	55,305	12,306	1,581	7,184	3,350	15,367	4,107
Yalobusha	13.5	.0055	34.1	9.6	13.9	16.0	32.7	5.0	64,357	38,197	2,255	4,405	2,051	5,829	1,532
Yazoo	27.1	.0110	31.5	9.7	13.6	16.5	28.7	9.4	99,305	28,119	4,597	9,541	4,158	19,378	5,698
TOTAL METRO COUNTIES	**803.7**	**.3271**	**29.8**	**12.0**	**17.9**	**19.7**	**21.1**	**279.9**	**4,282,134**	**863,186**	**363,528**	**658,322**	**200,445**	**1,069,170**	**185,412**
TOTAL STATE	**2,676.2**	**1.0895**	**30.6**	**11.4**	**15.9**	**18.2**	**24.8**	**930.7**	**12,444,887**	**2,771,734**	**841,893**	**1,757,119**	**592,629**	**2,981,732**	**570,430**

MISS.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**2,086,688**	**19,775**	**27.8**	**26.3**	**13.2**	**10.0**	**.0718**
Hancock	295,124	18,204	29.1	24.9	11.9	8.4	.0095
Harrison	1,791,564	20,096	27.7	26.5	13.5	10.3	.0623
• Biloxi	614,185	18,527	31.1	25.7	11.2	8.9	.0188
• Gulfport	482,912	19,039	26.0	26.3	12.1	10.3	[illegible]
SUBURBAN TOTAL	1,089,591	20,836	26.4	26.9	14.7	10.3	.0325
JACKSON	**4,287,917**	**22,071**	**24.2**	**25.5**	**15.3**	**13.4**	**.1446**
Hinds	2,913,586	21,513	24.7	25.5	14.4	13.3	.1047
• Jackson	2,161,222	21,268	25.4	25.9	14.0	12.9	.0834
Madison	443,514	17,831	26.1	21.9	12.9	10.6	.0142
Rankin	930,817	27,113	21.2	28.0	19.8	15.6	.0257
SUBURBAN TOTAL	1,920,695	23,276	22.5	25.1	17.0	14.1	.0558
PASCAGOULA	**1,432,050**	**26,507**	**21.0**	**30.4**	**19.7**	**13.9**	**.0448**
Jackson	1,432,050	26,507	21.0	30.4	19.7	13.9	.0448
• Pascagoula	376,561	[illegible]	23.6	28.5	17.8	13.8	.0144
SUBURBAN TOTAL	1,055,485	[illegible]	20.2	30.9	20.4	14.0	.0304
OTHER COUNTIES							
Adams	326,906	15,879	24.2	22.4	11.5	8.0	.0143
Alcorn	310,470	16,846	27.8	24.7	10.5	6.7	.0114
Amite	114,406	16,786	25.9	20.8	12.5	9.4	.0035
Attala	132,680	13,267	28.4	22.4	6.2	3.7	.0050
Benton	63,902	17,962	27.9	25.9	10.7	7.6	.0019
Bolivar	294,225	12,847	26.1	18.3	7.0	7.2	.0115
Calhoun	107,929	14,000	30.8	22.0	8.3	2.8	.0037
Carroll	65,262	13,776	28.2	21.6	8.1	4.1	.0021
Chickasaw	127,253	15,505	29.5	26.8	7.5	3.9	.0050
Choctaw	55,044	12,781	30.5	20.1	6.0	2.9	.0020
Claiborne	74,642	12,516	21.9	17.1	10.9	6.2	.0026
Clarke	134,131	16,373	25.1	27.2	9.8	4.6	.0047
Clay	176,725	18,277	25.2	27.7	11.6	6.4	.0059
Coahoma	229,588	11,983	25.8	18.2	7.9	4.5	.0103
Copiah	178,738	14,217	28.2	22.0	7.9	5.8	.0067
Covington	131,777	14,953	28.6	21.1	9.5	6.8	.0044
☐ De Soto	641,314	26,288	20.8	29.5	20.9	11.1	.0193
Forrest	649,930	17,148	26.6	23.9	11.3	8.6	.0274
Hattiesburg	399,583	16,136	26.5	21.9	10.4	9.2	.0198
Franklin	68,433	15,200	24.0	21.0	13.2	5.4	.0020
George	148,261	21,616	22.6	29.4	14.2	9.5	.0047
Greene	70,890	16,372	26.1	25.8	11.9	4.2	.0021
Grenada	171,927	18,553	24.1	26.4	12.0	8.4	.0074

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Holmes	107,108	8,566	24.3	12.9	4.6	2.0	.0052
Humphreys	64,874	8,273	22.9	12.7	4.9	2.8	.0031
Issaquena	15,771	11,483	27.5	16.6	4.4	7.6	.0005
Itawamba	162,902	16,403	31.4	29.1	7.6	3.0	.0052
Jasper	114,043	14,148	30.6	23.5	6.4	3.6	.0040
Jefferson	54,686	11,449	24.2	18.0	7.9	4.9	.0017
Jefferson Davis	100,613	14,986	28.4	21.4	9.6	7.1	.0034
Jones	546,483	17,636	27.8	27.4	10.5	6.2	.0206
Kemper	61,554	12,529	29.0	22.2	4.7	3.5	.0023
Lafayette	308,645	17,690	24.8	23.5	11.6	9.7	.0096
Lamar	252,211	19,972	24.6	28.7	13.1	8.2	.0072
Lauderdale	799,790	18,347	25.6	24.7	12.1	9.7	.0288
Meridian	470,219	17,522	24.4	23.7	11.4	9.9	.0197
Lawrence	108,404	17,271	24.2	24.5	11.9	8.2	.0034
Leake	124,977	13,192	30.1	21.5	5.8	3.8	.0048
Lee	651,381	20,552	26.7	29.7	13.0	8.6	.0269
Leflore	298,102	13,743	27.4	18.7	9.2	6.5	.0121
Lincoln	237,819	15,575	26.6	24.8	9.9	4.5	.0096
Lowndes	528,785	17,631	29.2	26.2	11.1	6.5	.0211
Marion	216,592	16,328	28.5	22.2	12.3	6.9	.0076
Marshall	208,675	14,659	28.2	23.8	8.6	4.5	.0072
Monroe	275,898	16,466	26.8	27.6	9.7	4.6	.0095
Montgomery	77,734	12,880	29.0	20.5	6.0	3.1	.0032
Neshoba	206,915	16,400	28.5	24.4	9.5	6.9	.0073
Newton	154,400	14,502	28.1	21.8	9.5	3.9	.0055
Noxubee	71,301	11,970	29.4	18.2	5.2	4.0	.0027
Oktibbeha	307,042	15,677	27.0	20.0	10.3	9.8	.0107
Panola	198,210	13,597	28.2	21.1	7.5	4.6	.0077
Pearl River	331,080	17,284	26.8	23.6	12.3	7.8	.0110
Perry	91,249	19,253	20.6	24.8	12.7	10.7	.0029
Pike	321,307	16,258	27.7	22.7	10.6	7.9	.0122
Pontotoc	168,737	15,018	30.9	24.5	7.7	3.6	.0056
Prentiss	190,558	15,289	29.8	26.4	6.5	4.4	.0064
Quitman	55,546	8,842	25.9	14.0	2.9	2.2	.0027
Scott	203,308	15,308	29.4	22.7	8.8	5.8	.0074
Sharkey	42,098	10,466	27.3	14.8	4.5	5.5	.0017
Simpson	212,976	18,432	26.8	25.4	13.2	8.1	.0069
Smith	131,337	16,062	27.7	22.6	12.0	6.4	.0040
Stone	92,225	20,462	23.2	27.7	13.9	9.4	.0031
Sunflower	209,317	12,417	28.0	18.8	7.1	4.8	.0084
Tallahatchie	81,300	9,227	25.1	13.6	4.1	3.7	.0033
Tate	136,564	14,184	28.6	25.4	6.3	2.8	.0061
Tippah	141,649	15,388	31.8	24.2	7.0	3.8	.0054
Tishomingo	122,052	13,844	33.8	23.1	5.0	2.2	.0044

MISS. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Tunica	41,104	7,729	21.3	11.2	2.7	3.6	.0022
Union	181,760	15,813	28.9	27.6	7.8	4.0	.0062
Walthall	106,537	15,208	25.5	23.4	8.3	7.7	.0034
Warren	547,212	22,117	21.7	24.8	16.6	12.6	.0180
Washington	506,271	14,411	26.7	21.7	8.4	6.4	.0213
Greenville	286,226	14,325	27.1	21.2	8.6	5.8	.0143
Wayne	170,245	17,545	25.7	22.2	12.8	9.4	.0056

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Webster	73,037	14,793	28.7	25.5	6.9	3.3	.0024
Wilkinson	67,711	14,585	28.5	21.4	8.0	5.5	.0024
Winston	149,843	15,769	28.5	25.4	8.5	5.5	.0050
Yalobusha	100,563	15,031	29.6	23.7	8.2	4.5	.0039
Yazoo	180,397	12,532	27.6	19.2	6.7	4.8	.0070
TOTAL METRO COUNTIES	**8,447,969**	**22,381**	**24.4**	**26.8**	**15.9**	**12.4**	**.2805**
TOTAL STATE	**23,011,966**	**17,462**	**26.3**	**24.4**	**11.6**	**8.2**	**.8189**

Missouri

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**110.0**	**.0448**	**27.4**	**24.1**	**21.0**	**16.6**	**17.5**	**39.9**	**592,121**	**119,115**	**60,316**	**90,661**	**21,557**	**142,883**	**15,746**
Boone	110.0	.0448	27.4	24.1	21.0	16.6	17.5	39.9	592,121	119,115	60,316	90,661	21,557	142,883	15,746
• Columbia	65.5	.0267	25.4	32.5	19.3	14.2	17.4	23.4	543,479	106,048	57,441	89,457	20,584	128,215	15,704
SUBURBAN TOTAL	44.5	.0181	29.8	11.6	23.4	20.1	17.9	16.5	48,642	13,067	2,875	1,204	973	14,668	42
JOPLIN	**135.7**	**.0552**	**34.7**	**10.3**	**15.3**	**19.3**	**30.2**	**51.5**	**837,077**	**178,517**	**71,229**	**136,485**	**28,769**	**211,708**	**15,829**
Jasper	90.7	.0369	34.4	10.7	15.7	18.5	30.6	35.1	638,395	124,434	55,062	119,506	22,435	162,227	13,746
• Joplin	40.8	.0166	34.7	12.4	16.0	17.1	32.4	16.9	513,327	102,173	45,706	95,529	19,193	134,929	11,817
Newton	45.0	.0183	35.2	9.3	14.7	21.0	29.2	16.4	198,682	54,083	16,167	16,979	6,334	49,481	2,083
SUBURBAN TOTAL	94.9	.0386	34.6	9.3	15.2	20.3	29.1	34.6	323,750	76,344	25,523	40,956	9,576	76,779	4,012
KANSAS CITY	**1,542.7**	**.6282**	**32.6**	**10.3**	**18.4**	**20.7**	**24.8**	**585.0**	**11,016,106**	**1,993,117**	**1,056,645**	**1,609,405**	**443,856**	**2,692,680**	**314,016**
Cass*	58.5	.0239	32.7	9.0	16.6	23.4	22.0	20.2	245,349	65,161	17,533	42,734	4,853	59,962	6,946
Clay	148.1	.0603	31.9	11.2	19.2	22.2	21.9	55.7	1,348,863	243,718	103,002	271,628	43,494	335,370	37,777
Jackson	641.1	.2610	33.0	11.0	18.1	19.3	27.0	253.0	5,360,094	876,275	582,347	739,139	198,402	1,352,068	151,879
Independence	115.9	.0472	33.3	10.6	17.6	20.6	28.4	44.9	937,660	165,176	89,854	140,127	34,112	287,837	25,207
• Kansas City	446.1	.1816	32.9	11.3	18.5	18.5	27.6	178.4	3,851,674	582,882	445,250	652,539	146,780	848,693	104,076
Lafayette	31.6	.0128	36.6	8.7	14.3	19.8	32.5	11.7	113,517	30,479	10,966	11,333	3,017	30,761	3,120
Platte	52.6	.0214	31.4	9.6	20.0	24.0	18.7	18.9	166,279	45,747	28,527	10,248	3,377	19,742	6,515
Ray	23.4	.0096	34.9	8.3	14.8	22.2	27.7	8.2	66,959	12,795	4,565	8,883	1,824	7,870	2,141
Johnson, Kans.	*329.2*	*.1341*	*32.3*	*8.9*	*20.4*	*23.1*	*21.4*	*124.7*	*2,568,716*	*423,252*	*216,982*	*382,051*	*152,458*	*622,256*	*56,543*
• Olathe	*53.8*	*.0219*	*28.0*	*11.5*	*25.4*	*19.4*	*12.8*	*18.6*	*355,463*	*79,199*	*26,115*	*37,065*	*12,573*	*113,623*	*6,466*
Overland Park	*97.7*	*.0398*	*33.2*	*8.6*	*19.5*	*24.7*	*21.7*	*37.4*	*1,115,287*	*121,618*	*84,495*	*258,869*	*68,539*	*283,061*	*23,074*
Leavenworth, Kans.	*60.7*	*.0247*	*32.4*	*10.2*	*18.5*	*22.3*	*22.9*	*19.0*	*221,372*	*53,476*	*17,310*	*26,454*	*9,893*	*66,674*	*5,940*
• Leavenworth	*36.6*	*.0149*	*32.2*	*11.2*	*18.8*	*21.4*	*23.4*	*11.5*	*187,083*	*44,168*	*14,971*	*24,930*	*8,031*	*55,709*	*4,836*
Miami, Kans.	*23.1*	*.0094*	*35.2*	*8.6*	*14.8*	*20.1*	*30.3*	*8.4*	*88,267*	*26,978*	*5,518*	*12,436*	*3,202*	*19,755*	*3,372*
Wyandotte, Kans.	*174.4*	*.0710*	*31.7*	*11.4*	*16.8*	*17.7*	*26.8*	*65.2*	*836,690*	*215,236*	*69,895*	*104,499*	*23,336*	*178,222*	*39,783*
• Kansas City	*162.3*	*.0661*	*31.7*	*11.5*	*16.9*	*17.5*	*26.9*	*61.2*	*786,420*	*202,818*	*68,030*	*104,107*	*22,869*	*153,050*	*38,736*
SUBURBAN TOTAL	843.9	.3437	33.0	9.4	18.2	22.6	23.7	315.3	5,835,466	1,084,050	502,279	790,764	253,603	1,521,605	159,902
ST. JOSEPH	**86.7**	**.0352**	**34.4**	**10.8**	**15.4**	**17.7**	**31.5**	**32.7**	**596,857**	**137,450**	**55,156**	**109,936**	**21,737**	**145,555**	**13,543**
Buchanan	86.7	.0352	34.4	10.8	15.4	17.7	31.5	32.7	596,857	137,450	55,156	109,936	21,737	145,555	13,543
• St. Joseph	74.3	.0302	34.5	11.0	15.5	17.0	32.2	28.3	573,681	133,922	52,792	105,492	21,305	142,226	13,357
SUBURBAN TOTAL	12.4	.0050	34.1	9.4	15.1	21.7	27.0	4.4	23,176	3,528	2,364	4,444	432	3,329	186
ST. LOUIS	**2,463.7**	**1.0031**	**32.9**	**10.5**	**16.9**	**20.0**	**26.4**	**900.2**	**16,439,385**	**3,177,910**	**1,629,229**	**2,391,328**	**739,732**	**3,879,875**	**429,331**
Franklin	80.2	.0327	32.3	9.8	15.6	20.1	25.7	26.7	432,468	101,523	30,745	36,359	12,578	112,907	11,857
Jefferson	168.2	.0685	30.1	10.1	19.2	21.7	18.8	54.7	583,206	158,102	36,564	80,940	15,972	123,709	11,143
St. Charles	185.1	.0754	29.8	9.9	19.9	23.0	16.7	61.4	888,233	166,254	76,541	142,119	27,445	210,657	13,792
• St. Charles	48.0	.0195	32.4	12.0	17.0	21.6	23.9	17.8	364,416	48,745	34,161	30,816	11,960	135,332	7,282
St. Louis	1,004.1	.4088	33.6	10.1	17.7	21.5	26.0	368.3	8,525,285	1,525,642	772,315	1,244,206	455,616	2,152,187	236,555
Florissant	59.6	.0243	32.7	11.9	16.0	22.2	24.1	19.8	391,183	122,700	36,210	21,726	17,005	115,831	17,533
University City	43.2	.0176	34.5	9.3	18.7	19.8	29.2	17.5	123,533	28,735	14,079	9,323	7,980	12,218	12,058
St. Louis city	426.8	.1737	34.7	11.3	15.4	15.2	34.3	171.1	2,692,894	571,648	426,137	321,670	86,964	493,572	83,173
• St. Louis	426.8	.1737	34.7	11.3	15.4	15.2	34.3	171.1	2,692,894	571,648	426,137	321,670	86,964	493,572	83,173
Clinton, Ill.	*34.1*	*.0139*	*31.7*	*11.1*	*15.2*	*18.0*	*26.9*	*11.8*	*137,646*	*26,557*	*12,711*	*4,852*	*10,440*	*38,956*	*1,800*
Jersey, Ill.	*21.1*	*.0086*	*32.5*	*12.3*	*15.2*	*19.7*	*26.5*	*7.2*	*70,898*	*12,675*	*6,724*	*13,645*	*2,386*	*22,555*	*1,315*
Madison, Ill.	*252.5*	*.1028*	*33.5*	*11.0*	*15.8*	*19.9*	*27.7*	*94.9*	*1,509,228*	*327,922*	*127,204*	*260,032*	*56,202*	*369,957*	*34,732*
• Alton	*33.3*	*.0136*	*34.4*	*11.0*	*14.9*	*16.3*	*35.9*	*13.1*	*330,353*	*41,197*	*26,816*	*96,834*	*15,980*	*75,461*	*6,119*
• Granite City	*35.7*	*.0145*	*33.5*	*11.4*	*15.6*	*19.1*	*21.5*	*13.6*	*228,636*	*59,237*	*22,008*	*19,012*	*4,727*	*41,642*	*9,140*
Monroe, Ill.	*21.6*	*.0087*	*34.4*	*9.8*	*14.9*	*20.5*	*26.6*	*7.8*	*83,047*	*24,511*	*6,424*	*13,430*	*1,401*	*20,710*	*2,436*
St. Clair, Ill.	*270.0*	*.1100*	*31.5*	*11.0*	*16.0*	*18.7*	*25.6*	*96.3*	*1,516,480*	*263,076*	*133,864*	*274,075*	*70,728*	*334,665*	*32,528*
• Belleville	*42.7*	*.0174*	*38.3*	*10.3*	*15.5*	*16.5*	*37.2*	*17.6*	*444,115*	*84,133*	*35,822*	*25,500*	*22,739*	*172,761*	*14,117*
• East St. Louis	*50.2*	*.0204*	*25.6*	*11.0*	*14.6*	*15.5*	*20.8*	*15.8*	*138,160*	*35,619*	*11,735*	*7,050*	*4,313*	*13,049*	*7,010*
SUBURBAN TOTAL	1,827.0	.7440	32.6	10.2	17.5	21.3	24.4	651.2	12,240,811	2,337,331	1,072,550	1,890,446	593,049	2,948,051	302,490
SPRINGFIELD	**231.0**	**.0940**	**32.1**	**13.6**	**17.7**	**19.2**	**25.6**	**87.7**	**1,563,074**	**304,460**	**142,478**	**277,561**	**73,283**	**389,242**	**33,973**
Christian	29.1	.0118	33.0	9.2	16.6	21.5	25.1	10.3	113,512	36,155	3,713	1,370	2,282	43,842	1,077
Greene	201.9	.0822	32.0	14.3	17.7	18.9	25.7	77.4	1,449,562	268,305	136,765	276,191	71,001	345,400	32,896

MO. (cont.) POPULATION—12/31/87 RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
• Springfield	142.4	.0580	31.8	16.7	17.7	16.8	27.5	56.8	1,334,891	246,846	128,637	273,720	66,293	305,080	30,672
SUBURBAN TOTAL	88.6	.0360	32.6	8.7	17.6	23.1	22.6	30.9	228,183	57,614	13,841	3,841	6,990	84,242	3,301
OTHER COUNTIES															
Adair	24.8	.0101	29.0	23.0	16.6	14.7	25.3	9.2	157,057	36,428	19,374	17,905	5,626	35,663	1,761
Andrew	15.3	.0063	35.1	8.5	14.9	19.9	30.3	5.2	42,561	9,860	1,369	2,271	1,255	16,262	92
Atchison	8.1	.0032	37.8	9.7	14.2	17.0	36.3	3.1	40,916	12,107	3,182	446	426	6,316	465
Audrain	25.7	.0105	34.9	8.9	14.9	17.7	32.1	9.6	124,417	32,606	8,176	16,285	6,634	22,386	3,875
Barry	27.5	.0112	39.1	7.7	12.5	19.0	36.6	10.2	118,098	30,908	7,618	17,733	2,378	26,022	2,028
Barton	11.9	.0049	38.8	9.0	13.2	16.5	37.8	4.6	40,894	8,313	2,714	9,467	491	7,130	973
Bates	16.5	.0067	39.2	7.7	12.9	18.5	37.0	6.2	52,302	13,850	3,015	4,878	1,563	16,450	740
Benton	13.7	.0055	43.2	6.6	11.0	18.4	42.0	5.3	48,578	12,198	5,428	6,143	1,160	12,618	744
Bollinger	11.1	.0046	36.2	8.7	13.7	18.7	32.9	4.1	22,760	5,533	1,003	193	406	8,721	375
Butler	39.3	.0160	35.7	8.7	14.8	19.4	31.5	14.8	312,483	63,070	20,279	37,155	14,658	94,322	7,833
Caldwell	8.4	.0035	39.5	7.2	12.2	18.8	37.4	3.1	24,233	6,715	1,888	344	230	7,873	35
Callaway	33.6	.0136	31.7	13.1	17.2	18.9	25.4	11.2	123,059	28,784	14,190	15,575	3,367	17,476	2,032
Camden	25.4	.0104	40.5	7.8	13.4	19.2	38.2	10.1	177,041	45,114	19,986	15,471	6,074	42,040	1,575
Cape Girardeau	63.0	.0256	31.6	16.3	16.8	17.9	26.3	22.7	441,127	95,496	35,970	73,316	23,352	99,815	7,286
Carroll	11.6	.0048	38.2	8.1	13.6	17.4	36.6	4.6	38,429	10,210	2,790	3,092	1,148	6,033	1,208
Carter	6.1	.0024	34.9	8.2	14.7	19.8	30.0	2.0	13,144	2,986	2,340	548	111	318	122
Cedar	12.9	.0052	43.6	6.8	11.6	17.2	43.0	5.0	54,209	13,751	2,269	5,315	963	18,542	1,383
Chariton	10.2	.0042	39.7	8.2	13.1	17.3	38.4	4.0	31,324	9,154	2,718	2,466	1,490	6,225	487
Clark	8.4	.0034	35.0	8.6	14.5	18.6	31.5	3.0	28,916	4,301	1,951	3,425	286	5,697	644
Clinton	17.4	.0071	35.1	7.8	14.5	21.7	28.5	6.2	51,159	14,354	3,016	9,534	608	8,578	808
Cole	64.6	.0263	31.6	12.5	20.0	19.4	23.9	22.4	551,214	81,483	38,774	86,087	22,568	151,007	13,589
Cooper	14.9	.0061	36.5	8.9	13.7	17.5	34.4	5.5	71,902	17,820	4,528	5,182	2,911	19,697	2,564
Crawford	20.3	.0082	36.3	8.5	13.2	18.7	33.1	7.2	82,888	18,083	2,897	12,340	1,799	13,011	1,085
Dade	7.6	.0031	42.5	7.1	12.1	16.9	42.1	3.1	15,639	5,910	953	295	349	1,289	550
Dallas	13.8	.0057	38.7	7.7	12.6	18.8	36.1	5.0	50,548	24,312	2,542	417	3,142	8,389	762
Daviess	8.8	.0035	39.0	7.8	12.3	17.7	37.3	3.4	15,431	3,438	994	1,062	230	4,209	229
De Kalb	8.5	.0035	38.0	8.0	13.2	19.5	34.8	3.1	18,476	3,904	3,265	249	635	5,477	
Dent	15.4	.0063	36.4	8.7	14.0	19.2	32.7	5.6	52,150	13,845	2,567	10,058	2,509	6,962	915
Douglas	12.6	.0051	36.6	7.9	13.7	20.0	32.2	4.6	26,359	4,661	1,529	8,467	630	2,932	789
Dunklin	35.9	.0146	35.8	8.4	13.8	18.5	32.6	13.1	174,829	35,678	7,196	30,753	8,423	40,831	5,520
Gasconade	14.1	.0057	40.7	7.9	12.7	17.3	39.5	5.3	58,511	13,478	3,304	8,060	2,659	13,808	1,591
Gentry	8.0	.0033	41.8	7.6	12.0	17.1	41.0	3.1	32,741	8,680	1,094	1,452	766	9,779	417
Grundy	12.0	.0049	39.1	8.1	14.1	18.5	37.0	4.7	59,953	17,363	6,169	9,313	989	11,191	1,135
Harrison	9.5	.0038	41.6	8.4	11.9	17.7	40.4	4.1	84,114	17,338	2,468	10,425	1,217	18,741	1,445
Henry	20.6	.0084	38.9	7.9	13.4	18.0	37.1	8.1	94,970	25,314	8,601	14,091	4,390	13,795	4,953
Hickory	7.4	.0030	47.1	5.8	10.3	16.6	46.9	3.1	10,362	3,120	1,593	74	373	872	153
Holt	6.6	.0027	41.1	7.0	13.1	16.2	40.8	2.7	26,182	3,616	902	306	103	11,971	55
Howard	10.1	.0041	36.7	12.2	13.1	16.4	35.5	3.6	33,322	10,827	2,290	1,115	960	4,372	1,542
Howell	31.5	.0128	36.8	8.3	14.0	19.8	32.7	11.7	179,861	47,761	10,505	26,401	5,739	44,155	4,348
Iron	11.6	.0048	36.2	8.0	13.8	19.0	32.6	3.9	36,756	11,555	2,320	1,906	1,192	11,609	932
Johnson	40.3	.0164	26.3	24.8	15.8	16.6	19.7	13.0	137,480	35,384	15,465	18,898	3,724	34,118	3,246
Knox	5.4	.0022	40.0	7.8	11.7	18.1	38.3	2.1	15,949	2,972	944	1,609	714	4,783	791
Laclede	27.2	.0111	35.4	8.8	14.7	20.0	30.5	10.1	148,845	34,599	9,993	16,858	3,725	28,241	2,025
Lawrence	32.0	.0131	36.9	8.1	13.5	19.1	33.5	11.8	109,510	29,462	7,739	10,612	2,668	34,879	2,279
Lewis	10.7	.0043	35.1	11.8	13.3	18.6	31.5	3.8	46,665	9,961	2,123	482	569	18,775	98
Lincoln	26.5	.0108	34.5	9.2	14.5	19.7	29.5	9.1	98,183	23,582	5,634	12,563	2,195	31,186	3,114
Linn	15.2	.0062	41.6	8.0	12.9	16.8	40.8	6.1	75,122	18,430	4,874	13,993	3,016	13,949	1,655
Livingston	15.6	.0063	37.6	8.2	14.1	17.9	35.4	5.9	115,047	27,249	6,727	16,639	6,265	23,398	1,554

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(See page B-26)

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MO. (cont.)

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
McDonald	16.8	.0069	36.2	8.4	13.4	21.4	30.4	6.1
Macon	16.9	.0069	39.0	7.7	13.4	17.9	37.4	6.4
Madison	12.1	.0049	39.0	8.3	12.8	18.1	37.2	4.7
Maries	8.2	.0033	36.8	7.7	13.4	19.3	33.2	3.0
Marion	28.4	.0116	35.1	9.3	15.2	17.0	33.1	10.6
Mercer	4.3	.0017	44.2	8.4	11.3	17.3	43.0	1.6
Miller	22.0	.0090	35.3	8.7	14.7	18.5	31.8	8.0
Mississippi	15.3	.0062	33.9	9.0	13.6	18.1	30.3	5.4
Moniteau	13.1	.0054	35.8	8.8	14.9	18.5	32.6	4.4
Monroe	9.9	.0040	36.9	8.8	13.5	18.2	34.4	3.5
Montgomery	11.9	.0048	30.5	8.1	12.3	18.5	36.1	4.2
Morgan	16.1	.0066	41.8	6.9	11.6	18.3	40.3	6.0
New Madrid	22.3	.0091	33.0	8.9	13.9	18.1	29.1	7.7
Nodaway	21.5	.0087	31.3	18.6	14.0	15.6	29.3	7.6
Oregon	10.7	.0044	38.3	7.5	13.0	18.9	35.7	3.9
Osage	12.6	.0051	32.8	10.3	13.6	17.2	29.9	4.1
Ozark	9.0	.0037	39.4	7.4	12.8	18.9	36.7	3.4
Pemiscot	24.1	.0098	33.1	8.9	13.2	16.2	31.3	8.5
Perry	17.8	.0072	34.0	9.4	14.9	16.6	31.8	6.1
Pettis	36.7	.0150	35.8	9.8	14.6	19.1	31.9	13.9
Phelps	35.0	.0142	31.1	17.9	14.3	13.2	26.2	12.1
Pike	17.0	.0070	35.2	8.7	13.7	19.1	31.2	6.0
Polk	20.9	.0085	35.6	12.8	12.7	17.9	32.9	7.5
Pulaski	44.6	.0181	24.6	24.7	18.0	15.9	14.8	11.8
Putnam	5.6	.0023	40.8	7.4	11.4	18.4	39.2	2.
Ralls	9.3	.0038	35.0	8.2	15.4	18.6	31.4	3.4
Randolph	27.6	.0112	34.0	10.6	17.3	17.2	31.0	9.7
Reynolds	7.2	.0029	35.0	8.7	14.5	19.0	31.0	2.8
Ripley	13.8	.0056	38.7	7.9	12.2	19.1	35.7	5.1
St. Clair	8.8	.0036	41.8	7.0	11.4	17.4	41.2	3.4
Ste. Genevieve	16.7	.0068	32.7	9.9	14.8	19.1	27.5	5.7
St. Francois	46.3	.0188	36.2	8.8	14.1	19.0	32.7	16.2
Saline	24.8	.0101	36.1	9.8	15.0	17.5	33.9	9.4
Schuyler	4.7	.0019	39.3	8.0	12.8	18.4	37.2	2.0
Scotland	5.3	.0022	40.7	7.4	11.3	17.5	39.8	2.1
Scott	41.5	.0169	32.1	9.8	16.2	19.0	26.2	14.7
Shannon	7.8	.0031	35.3	8.6	14.3	19.9	30.6	2.9
Shelby	7.6	.0031	40.2	8.4	12.2	16.6	39.7	3.0
Stoddard	30.1	.0123	36.3	8.7	14.3	19.9	32.1	11.2
Stone	18.4	.0075	42.2	6.7	12.1	19.1	40.3	7.4
Sullivan	6.9	.0028	41.5	7.5	12.3	18.1	40.2	2.8
Taney	26.0	.0106	42.1	10.0	11.6	17.6	41.2	10.4
Texas	22.2	.0090	37.0	8.4	13.2	20.3	32.5	8.3
Vernon	21.0	.0086	36.7	8.9	14.9	18.1	34.2	7.7
Warren	19.1	.0077	35.2	8.6	14.9	20.0	30.3	6.5
Washington	19.8	.0081	31.4	9.5	15.2	19.3	25.1	6.6
Wayne	12.5	.0051	40.0	7.8	11.7	19.1	37.6	4.8
Webster	23.0	.0094	33.6	8.8	14.7	20.9	27.0	7.9
Worth	2.7	.0011	43.6	6.3	12.0	16.6	43.1	1.1
Wright	17.0	.0069	37.1	8.4	12.9	19.2	33.6	6.1
TOTAL METRO COUNTIES	**3,383.1**	**1.3773**	**32.7**	**11.1**	**17.5**	**20.0**	**26.1**	**1,261.7**
TOTAL STATE	**5,173.6**	**2.1063**	**33.5**	**10.9**	**16.4**	**19.4**	**28.1**	**1,910.9**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
McDonald	71,698	21,639	2,308	4,918	1,396	9,464	709
Macon	61,272	17,643	4,154	6,396	1,717	13,883	1,363
Madison	36,374	8,944	3,079	7,626	1,095	4,190	568
Maries	15,217	4,296	1,153	551	115	4,307	
Marion	183,378	43,760	14,548	19,218	4,618	50,812	4,624
Mercer	12,851	5,511	783		859	2,036	78
Miller	122,388	26,918	13,707	16,264	3,647	27,847	1,046
Mississippi	57,631	10,830	1,122	10,538	599	16,581	1,686
Moniteau	42,284	9,289	1,685	2,429	832	17,507	720
Monroe	30,577	10,922	1,404	1,846	1,347	4,991	828
Montgomery	51,335	15,760	4,745	1,997	883	11,132	385
Morgan	62,857	17,767	4,429	7,223	1,857	13,541	548
New Madrid	110,839	22,953	5,258	12,928	4,712	12,893	4,714
Nodaway	88,420	24,811	9,451	8,180	1,803	16,638	1,326
Oregon	47,596	12,915	1,481	981	461	13,069	1,091
Osage	54,393	7,084	1,519	820	288	31,239	
Ozark	22,199	6,711	958	267	339	6,763	115
Pemiscot	62,641	22,245	3,411	9,720	1,919	6,551	1,603
Perry	69,094	11,282	6,855	17,953	1,566	10,451	2,061
Pettis	204,426	43,658	16,587	27,451	6,134	56,479	5,029
Phelps	206,122	37,292	18,290	23,338	4,988	54,337	3,604
Pike	71,433	18,801	4,703	10,594	1,184	11,296	3,051
Polk	95,987	21,534	5,355	16,556	1,235	28,414	2,505
Pulaski	149,359	29,205	17,215	14,859	2,882	36,874	2,765
Putnam	15,091	5,209	621	614	80	3,751	356
Ralls	14,779	5,392	366	194	728	3,752	
Randolph	171,877	33,138	9,551	22,147	5,701	46,353	2,470
Reynolds	24,044	10,290	849	307	452	4,872	874
Ripley	49,162	17,654	1,831	2,437	1,065	13,143	1,257
St. Clair	31,113	5,806	1,967	294	428	8,683	196
Ste. Genevieve	47,332	10,142	5,605	1,720	1,039	13,162	874
St. Francois	215,050	48,009	13,622	39,697	7,790	47,914	6,100
Saline	114,791	22,851	6,561	21,453	3,371	26,823	8,860
Schuyler	14,990	3,069	903	48	549	6,425	
Scotland	22,174	5,381	1,736	1,067	500	3,648	339
Scott	221,729	48,443	19,032	39,039	7,450	46,769	3,777
Shannon	10,205	5,209	797	1,019	145	906	125
Shelby	18,767	6,383	1,475	1,068	710	944	988
Stoddard	122,341	22,011	8,083	14,097	2,762	46,003	3,224
Stone	45,920	14,664	3,487	1,222	845	9,178	713
Sullivan	13,036	3,930	431	686	357	1,405	26
Taney	154,623	33,172	25,781	23,482	3,243	20,506	4,391
Texas	96,389	21,974	3,920	7,895	1,116	30,093	1,939
Vernon	59,532	8,808	6,344	12,437	3,857	14,055	1,197
Warren	47,642	13,438	5,776	4,493	1,632	8,720	459
Washington	49,378	12,710	2,953	8,628	481	10,460	978
Wayne	29,328	10,949	1,330	1,571	1,445	7,323	571
Webster	61,174	16,628	5,710	4,910	972	10,312	1,235
Worth	7,345	2,579	634	179	479	1,384	84
Wright	36,074	10,420	2,328	8,145	684	5,548	1,397
TOTAL METRO COUNTIES	**24,012,276**	**4,536,886**	**2,418,421**	**3,523,902**	**998,888**	**5,788,193**	**643,989**
TOTAL STATE	**31,999,251**	**6,392,678**	**3,011,580**	**4,526,673**	**1,249,931**	**7,683,533**	**818,740**

MO.

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**1,454,111**	**25,370**	**22.7**	**25.3**	**17.0**	**18.3**	**.0431**
Boone	1,454,111	25,370	22.7	25.3	17.0	18.3	.0431
• Columbia	843,032	22,495	24.8	22.5	14.4	18.0	.0290
SUBURBAN TOTAL	611,079	29,189	19.7	29.1	20.6	18.9	.0141
JOPLIN	**1,389,904**	**19,538**	**27.2**	**27.7**	**12.4**	**8.8**	**.0489**
Jasper	964,919	19,790	26.9	27.4	12.8	9.3	.0348
• Joplin	454,475	18,706	27.1	26.0	11.4	9.5	.0204
Newton	424,985	19,025	27.8	28.3	11.6	7.8	.0141
SUBURBAN TOTAL	935,429	19,946	27.3	28.5	12.8	8.5	.0285
KANSAS CITY	**22,403,771**	**29,722**	**18.8**	**26.0**	**20.0**	**21.1**	**.6894**
Cass	684,694	27,673	20.1	28.4	20.1	15.9	.0202
Clay	2,223,860	33,431	16.2	26.8	24.0	23.1	.0731
Jackson	8,798,317	26,679	20.9	25.8	18.4	18.2	.2936
Independence	1,629,511	30,608	18.7	26.3	23.5	18.5	.0531

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Kansas City	5,980,146	24,789	21.9	23.8	16.9	16.5	.2045
Lafayette	332,166	21,942	24.6	28.9	15.8	9.4	.0099
Platte	655,512	29,233	19.1	30.3	23.1	14.9	.0178
Ray	225,704	21,852	24.4	29.8	16.5	7.8	.0068
Johnson, Kans.	*6,327,264*	*39,182*	*13.0*	*24.0*	*22.5*	*34.0*	*.1754*
• Olathe	*805,398*	*35,231*	*15.4*	*26.7*	*25.4*	*25.1*	*.0239*
Overland Park	*1,914,805*	*41,274*	*11.6*	*23.4*	*23.6*	*36.3*	*.0595*
Leavenworth, Kans.	*778,827*	*31,165*	*17.9*	*24.9*	*22.7*	*20.8*	*.0214*
• Leavenworth	*464,117*	*28,713*	*19.5*	*25.2*	*21.6*	*18.4*	*.0139*
Miami, Kans.	*267,056*	*23,590*	*24.2*	*27.8*	*17.7*	*11.8*	*.0078*
Wyandotte, Kans.	*2,110,371*	*24,771*	*21.2*	*26.6*	*18.4*	*14.2*	*.0634*
• Kansas City	*1,957,115*	*24,407*	*21.4*	*26.6*	*18.2*	*13.8*	*.0590*
SUBURBAN TOTAL	13,192,995	33,034	16.7	25.9	21.9	24.7	.3881
ST. JOSEPH	**1,005,203**	**22,666**	**24.9**	**26.5**	**16.8**	**12.3**	**.0344**

METRO & COUNTY TOTALS

MO. (cont.) EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Buchanon	1,005,203	22,666	24.9	26.5	16.8	12.3	.0344
• St. Joseph	849,764	22,015	25.6	26.3	16.5	11.4	.0305
SUBURBAN TOTAL	155,439	27,464	20.3	27.6	19.1	18.0	.0039
ST. LOUIS	**33,836,957**	**29,120**	**18.9**	**26.0**	**19.8**	**20.3**	**1.0480**
Franklin	775,541	23,099	23.7	30.9	17.0	9.2	.0270
Jefferson	1,916,130	30,087	17.8	31.5	24.9	14.4	.0549
St. Charles	2,805,327	39,120	11.8	23.2	26.8	31.2	.0762
• St. Charles	748,953	34,276	17.3	24.1	21.9	26.9	.0227
St. Louis	16,805,949	35,914	15.0	25.2	22.0	29.5	.5097
Florissant	886,169	38,287	11.7	26.6	25.8	30.5	.0263
University City	683,620	29,069	19.9	24.9	17.3	23.8	.0166
St. Louis city	4,828,143	19,426	25.8	23.8	13.5	11.4	.1624
• St. Louis	4,828,143	19,426	25.8	23.8	13.5	11.4	.1624
Clinton, Ill.	*367,011*	*24,314*	*22.7*	*30.7*	*17.8*	*11.4*	*.0111*
Jersey, Ill.	*216,604*	*23,250*	*25.2*	*32.1*	*17.4*	*7.9*	*.0066*
Madison, Ill.	*2,838,314*	*24,050*	*22.1*	*29.8*	*18.9*	*9.7*	*.0942*
• Alton	*329,753*	*18,874*	*25.4*	*27.6*	*13.7*	*6.0*	*.0143*
• Granite City	*393,693*	*23,239*	*21.9*	*29.2*	*18.2*	*8.9*	*.0135*
Monroe, Ill.	*248,426*	*25,869*	*21.0*	*29.7*	*20.3*	*11.6*	*.0071*
St. Clair, Ill.	*3,035,512*	*23,535*	*20.8*	*25.3*	*17.1*	*14.0*	*.0988*
• Belleville	*572,211*	*24,167*	*23.2*	*26.5*	*16.6*	*14.9*	*.0210*
• East St. Louis	*326,602*	*11,497*	*21.2*	*16.7*	*9.1*	*7.4*	*.0119*
SUBURBAN TOTAL	26,637,602	32,426	16.7	26.8	21.8	23.5	.8022
SPRINGFIELD	**2,698,201**	**22,294**	**25.2**	**27.8**	**15.1**	**12.1**	**.0913**
Christian	277,573	20,700	26.5	30.4	13.4	7.8	.0088
Greene	2,420,628	22,536	25.0	27.6	15.3	12.6	.0825
• Springfield	1,670,658	20,701	26.9	26.8	13.9	10.8	.0636
SUBURBAN TOTAL	1,027,543	25,339	22.0	29.8	17.3	14.4	.0277

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	242,734	17,284	28.2	24.4	11.6	8.0	.0088
Andrew	159,412	23,656	25.5	30.7	16.9	11.0	.0045
Atchison	77,061	17,953	30.1	29.3	9.1	6.4	.0027
Audrain	254,179	20,815	26.2	31.5	13.6	6.9	.0085
Barry	241,746	16,811	29.6	25.0	9.9	6.8	.0083
Barton	97,800	15,595	34.9	23.7	8.1	3.8	.0032
Bates	158,593	17,970	26.2	24.6	11.5	9.3	.0049
Benton	96,399	12,154	32.0	18.5	4.9	3.5	.0035
Bollinger	75,415	13,730	30.9	21.3	7.8	2.6	.0026
Butler	357,342	16,191	26.1	23.2	9.6	8.4	.0149
Caldwell	70,668	16,289	27.2	24.6	10.6	5.5	.0023
Callaway	372,741	26,704	20.4	29.4	20.6	13.1	.0109
Camden	302,196	21,356	28.4	27.3	13.5	12.4	.0102
Cape Girardeau	689,510	21,904	25.5	27.0	15.9	11.2	.0245
Carroll	101,688	15,568	29.8	22.9	8.2	6.5	.0032
Carter	40,551	14,403	31.9	22.1	7.6	4.7	.0014
Cedar	101,501	13,846	32.5	19.6	7.3	4.4	.0037
Chariton	77,006	13,152	29.6	20.7	6.8	4.4	.0027
Clark	72,902	17,659	28.2	26.5	9.6	7.4	.0024
Clinton	164,033	20,596	25.1	29.1	14.2	7.8	.0048
Cole	870,829	30,635	19.5	25.3	22.1	20.8	.0297
Cooper	132,311	18,307	29.0	28.8	11.1	5.4	.0046
Crawford	184,532	18,319	28.1	26.4	12.2	7.7	.0062
Dade	58,781	13,533	32.9	20.7	6.4	3.4	.0018
Dallas	105,312	13,872	30.4	20.8	7.0	5.7	.0037
Daviess	80,762	15,963	31.2	23.9	7.9	6.9	.0023
De Kalb	75,565	17,400	27.2	25.1	10.9	7.8	.0023
Dent	125,237	16,036	30.3	25.1	8.4	5.7	.0041

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Good spot.

The Kansas City Star & Times

Source: SBP '87. Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee Inc.

MO. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Douglas	98,572	14,759	31.6	21.5	8.0	5.6	.0032
Dunklin	301,242	15,642	28.0	22.5	10.0	6.8	.0110
Gasconade	132,997	18,774	27.4	28.1	11.5	7.4	.0043
Gentry	70,164	15,871	30.2	24.2	8.4	6.5	.0023
Grundy	118,213	18,528	26.6	26.8	11.8	7.6	.0039
Harrison	94,267	15,469	28.6	21.5	8.9	7.4	.0039
Henry	181,659	15,234	27.6	22.5	10.6	5.7	.0064
Hickory	54,214	12,264	32.4	19.2	4.5	3.2	.0016
Holt	69,754	19,266	27.0	28.0	12.4	7.9	.0021
Howard	87,978	16,817	27.2	27.0	9.0	6.8	.0029
Howell	261,000	15,771	30.9	24.7	8.2	5.3	.0102
Iron	121,149	22,921	25.2	23.3	19.6	12.1	.0036
Johnson	379,095	20,023	28.8	27.1	13.8	9.2	.0119
Knox	38,806	12,915	30.8	19.6	5.7	3.8	.0014
Laclede	250,121	17,325	29.8	25.7	10.7	6.8	.0090
Lawrence	281,775	17,426	30.1	25.9	11.6	5.8	.0092
Lewis	108,777	22,709	23.0	30.9	13.8	10.8	.0034
Lincoln	265,963	22,801	24.8	29.1	16.5	10.2	.0082
Linn	160,790	17,974	30.8	25.0	11.0	9.1	.0053
Livingston	140,450	16,699	28.2	24.9	10.7	6.0	.0056
McDonald	131,307	15,644	30.4	25.7	7.7	4.5	.0049
Macon	119,630	13,523	32.2	21.6	5.6	3.6	.0044
Madison	104,155	15,133	27.9	23.3	10.0	5.1	.0033
Maries	64,962	16,125	29.7	26.7	7.7	4.5	.0020
Marion	329,917	23,220	24.7	26.5	17.4	12.1	.0110
Mercer	34,929	15,196	28.2	24.2	7.9	6.1	.0011
Miller	211,873	19,578	28.8	27.1	13.7	8.3	.0075
Mississippi	120,905	14,770	29.0	20.6	8.3	7.1	.0043
Moniteau	98,070	16,112	32.6	24.5	10.4	4.7	.0034
Monroe	82,399	17,798	28.9	27.4	11.4	5.2	.0027
Montgomery	99,452	17,576	31.0	26.5	9.8	6.4	.0035
Morgan	131,743	15,419	32.2	22.8	8.5	5.6	.0045
New Madrid	191,839	16,437	26.2	21.3	11.1	9.2	.0071
Nodaway	230,871	20,858	26.5	26.0	13.9	11.8	.0071
Oregon	58,509	10,446	31.3	14.6	4.1	2.1	.0027
Osage	105,634	20,153	23.4	31.7	10.7	7.9	.0037

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Ozark	63,746	13,015	32.4	19.9	4.9	4.3	.0022
Pemiscot	184,637	14,556	28.8	20.9	8.4	6.4	.0061
Perry	128,600	16,405	30.8	27.3	9.3	2.9	.0047
Pettis	401,187	20,534	27.1	26.2	14.2	10.7	.0133
Phelps	336,828	18,993	25.8	26.6	12.2	9.3	.0120
Pike	140,962	16,297	30.3	24.9	9.1	6.5	.0050
Polk	182,431	16,435	29.2	24.7	9.4	6.7	.0064
Pulaski	381,178	17,774	35.4	28.3	10.0	4.6	.0125
Putnam	58,314	18,608	27.6	23.8	12.7	10.2	.0017
Ralls	87,745	20,262	26.7	31.6	13.8	5.2	.0024
Randolph	243,394	17,954	27.2	26.0	12.2	7.2	.0093
Reynolds	61,074	15,942	23.8	26.9	11.1	3.8	.0020
Ripley	97,651	13,554	32.8	20.3	6.0	4.1	.0035
St. Clair	71,925	14,081	28.9	20.9	7.6	6.2	.0025
Ste. Genevieve	166,122	23,026	26.1	30.6	16.9	9.6	.0048
St. Francois	458,768	21,634	24.8	29.1	14.5	9.7	.0151
Saline	221,710	17,581	29.0	27.3	10.8	5.4	.0076
Schuyler	31,998	11,400	31.0	17.7	3.6	3.0	.0012
Scotland	39,617	11,967	30.0	17.6	5.6	5.6	.0015
Scott	400,785	20,036	25.4	26.1	14.3	9.6	.0140
Shannon	57,128	14,010	30.7	23.8	6.8	4.0	.0017
Shelby	59,976	14,255	32.1	22.8	7.2	4.2	.0019
Stoddard	262,630	16,410	29.5	24.4	9.7	6.6	.0089
Stone	258,530	25,296	22.4	29.8	15.9	16.8	.0065
Sullivan	40,290	9,594	29.3	13.6	2.6	2.5	.0014
Taney	245,888	16,908	34.5	25.2	9.5	5.9	.0090
Texas	173,929	14,772	31.8	23.1	7.4	4.8	.0064
Vernon	198,130	17,672	28.6	26.0	11.1	7.7	.0059
*Warren	202,356	23,235	24.9	27.0	16.5	12.6	.0057
Washington	139,644	16,000	28.5	27.8	8.2	3.7	.0048
Wayne	84,691	11,564	31.2	17.7	5.1	2.8	.0028
Webster	185,793	16,792	27.9	27.8	8.6	5.3	.0060
Worth	21,817	13,282	31.3	21.4	6.1	4.8	.0007
Wright	121,563	13,593	31.8	20.1	5.2	4.8	.0040
TOTAL METRO COUNTIES	**46,598,762**	**28,403**	**19.9**	**25.9**	**19.2**	**19.9**	**1.4693**
TOTAL STATE	**63,129,786**	**24,169**	**22.7**	**25.7**	**16.6**	**15.8**	**2.0281**

Montana

S&MM ESTIMATES

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group — 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**120.6**	**.0491**	**31.0**	**11.5**	**19.4**	**19.9**	**22.4**	**47.2**	**954,526**	**180,750**	**89,067**	**149,309**	**61,581**	**182,911**	**30,852**
Yellowstone	120.6	.0491	31.0	11.5	19.4	19.9	22.4	47.2	954,526	180,750	89,067	149,309	61,581	182,911	30,852
• Billings	77.1	.0314	32.0	12.7	19.1	18.7	25.5	32.1	875,135	158,464	79,220	148,104	59,604	175,095	24,078
SUBURBAN TOTAL	43.5	.0177	29.5	9.3	20.0	22.1	16.9	15.1	79,391	22,286	9,847	1,205	1,977	7,816	6,774
GREAT FALLS	**79.2**	**.0323**	**31.5**	**12.0**	**17.5**	**20.7**	**23.2**	**30.7**	**487,849**	**81,477**	**46,586**	**79,532**	**41,405**	**102,621**	**20,693**
Cascade	79.2	.0323	31.5	12.0	17.5	20.7	23.2	30.7	487,849	81,477	46,586	79,532	41,405	102,621	20,693
• Great Falls	57.2	.0233	33.1	11.2	16.7	20.7	26.2	23.6	420,210	77,964	41,171	48,687	41,219	83,044	20,677
SUBURBAN TOTAL	22.0	.0090	27.8	14.1	19.3	20.7	15.4	7.1	67,639	3,513	5,415	30,845	186	19,577	16
OTHER COUNTIES															
Beaverhead	8.5	.0035	32.0	11.9	17.0	19.4	25.5	3.2	46,343	12,650	4,367	681	2,934	10,502	621
Big Horn	11.9	.0049	28.4	10.3	17.8	18.5	19.7	3.6	47,681	13,684	3,830	1,565	319	13,428	485
Blaine	7.3	.0029	30.4	9.6	16.1	17.2	25.5	2.6	25,367	8,776	2,164		358	6,751	478
Broadwater	3.7	.0015	33.7	8.2	15.6	19.9	28.1	1.5	10,702	3,998	1,540	123			871
Carbon	8.6	.0035	37.3	6.7	15.4	18.3	34.6	3.8	33,199	16,173	4,926	70	239	4,906	695
Carter	1.7	.0007	37.4	8.0	13.8	21.1	32.4	.6	5,767	1,939	639	256		86	227
Chouteau	5.8	.0023	34.6	8.0	16.0	18.5	30.8	2.2	17,903	5,877	1,367	115	212	3,965	528
Custer	13.2	.0054	33.1	10.1	15.9	17.6	29.5	5.5	84,987	20,157	8,933	7,498	3,193	8,601	3,551
Daniels	2.7	.0011	36.7	6.9	15.5	18.7	33.4	1.0	12,033	2,138	1,519		102	4,015	1,215
Dawson	11.8	.0048	30.1	12.3	17.8	18.1	23.1	4.6	113,335	21,281	8,868	4,978	4,946	24,521	4,330
Deer Lodge	10.8	.0044	34.9	8.7	15.5	17.6	32.3	4.1	39,529	11,181	4,703	480	673	10,979	3,929
Fallon	3.6	.0015	31.3	10.1	16.4	18.6	25.2	1.4	22,167	7,354	1,582	2,206	296	5,289	1,357
Fergus	12.8	.0052	35.4	8.6	15.1	18.2	32.4	5.0	55,192	16,954	5,200	903	3,708	–11,071	2,169
Flathead	59.6	.0242	32.0	9.1	19.3	20.2	23.9	23.2	311,437	94,979	32,311	11,761	18,966	56,647	12,172
Gallatin	49.4	.0202	27.8	21.8	20.8	17.0	18.0	18.5	335,292	58,443	32,695	34,027	26,091	58,334	13,214
Garfield	1.7	.0006	32.7	9.9	16.2	18.1	28.1	.6	4,057	2,044	626	207			215
Glacier	11.2	.0046	29.3	10.0	17.2	18.0	22.3	3.7	58,280	11,980	4,106	3,561	1,564	12,094	1,626
Golden Valley	1.0	.0004	37.0	6.4	12.2	19.4	33.4	.4	1,053	378	370			55	

MONT. (cont.)

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Granite	3.0	.0012	35.4	7.2	15.8	18.9	31.7	1.1
Hill	18.0	.0074	29.8	13.2	17.8	17.2	23.6	6.8
Jefferson	8.4	.0034	31.5	7.7	19.7	21.3	21.8	3.0
Judith Basin	2.5	.0010	35.8	7.1	15.1	20.3	30.8	1.0
Lake	22.1	.0090	32.9	8.5	15.8	18.5	28.2	8.1
Lewis and Clark	48.0	.0195	31.2	11.1	19.9	19.9	22.4	19.3
Liberty	2.3	.0010	33.6	9.4	15.8	20.2	27.6	1.0
Lincoln	18.4	.0075	30.9	8.6	17.9	21.9	20.8	6.7
McCone	2.5	.0010	32.4	8.0	15.1	18.4	28.1	.9
Madison	5.6	.0023	36.8	7.4	15.6	19.9	32.7	2.2
Meagher	2.1	.0008	35.3	8.1	16.2	20.8	29.8	.8
Mineral	4.1	.0017	31.3	9.5	18.5	20.9	22.3	1.6
Missoula	78.9	.0321	29.9	14.9	21.9	20.0	18.9	32.0
Musselshell	4.6	.0019	34.6	6.7	16.9	16.6	32.9	1.8
Park	13.5	.0055	34.5	8.1	18.1	19.2	30.0	5.6
Petroleum	.6	.0002	32.3	9.0	15.6	18.7	27.9	.2
Phillips	5.6	.0023	33.0	9.4	15.2	17.9	29.1	2.2
Pondera	6.8	.0028	33.0	8.6	15.3	19.3	27.7	2.5
Powder River	2.4	.0010	32.4	8.1	18.3	18.8	26.5	.9
Powell	7.1	.0028	33.1	10.6	20.3	20.4	25.8	2.4
Prairie	1.7	.0007	36.4	6.7	14.8	17.5	34.2	.7
Ravalli	26.8	.0109	34.8	6.6	16.2	21.4	28.3	10.3
Richland	13.2	.0054	29.7	12.3	18.0	17.1	23.4	4.8
Roosevelt	11.3	.0046	29.8	9.9	17.2	17.3	23.7	3.7
Rosebud	12.4	.0051	27.6	10.5	19.3	18.8	16.9	4.2
Sanders	9.1	.0037	34.1	7.2	16.6	20.0	28.5	3.8
Sheridan	5.3	.0021	35.7	9.5	15.0	17.5	33.2	2.1
Silver Bow	34.9	.0142	34.7	9.5	15.2	18.4	31.2	14.3
Stillwater	6.4	.0026	35.7	7.1	16.3	18.8	32.2	2.5
Sweet Grass	3.3	.0014	38.7	6.8	14.1	19.8	35.4	1.3
Teton	6.4	.0026	35.9	7.2	14.2	19.8	31.5	2.5
Toole	5.5	.0022	32.9	9.6	16.4	17.9	28.6	2.3
Treasure	1.0	.0004	34.7	7.5	15.8	20.1	29.5	.4
Valley	9.5	.0039	32.2	8.8	16.3	19.5	25.9	3.8
Wheatland	2.3	.0009	36.5	6.8	15.2	18.5	33.4	.9
Wibaux	1.4	.0006	32.2	7.9	17.2	16.4	28.8	.5
TOTAL METRO COUNTIES	**199.8**	**.0814**	**31.2**	**11.7**	**18.5**	**20.2**	**22.8**	**77.9**
TOTAL STATE	**832.1**	**.3388**	**31.5**	**11.2**	**18.2**	**19.4**	**24.3**	**321.6**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Granite	8,745	1,837	1,051			2,609	146
Hill	120,257	26,276	11,016	13,302	4,017	20,766	6,737
Jefferson	9,412	3,631	1,311	204	454	513	421
Judith Basin	4,064	1,231	776		62	887	
Lake	66,859	24,866	6,682	1,789	1,732	12,347	2,320
Lewis and Clark	278,378	69,805	33,145	17,446	18,337	52,165	12,916
Liberty	7,642	2,847	643		71	2,913	320
Lincoln	61,966	22,949	6,049	2,492	897	8,695	1,789
McCone	13,474	9,178	482	126		491	
Madison	20,750	5,028	3,174	57	193	2,201	1,452
Meagher	7,486	2,422	654		50	2,999	97
Mineral	15,982	5,290	1,932		952	839	205
Missoula	494,202	98,016	45,851	62,939	30,200	102,870	14,807
Musselshell	14,440	5,832	1,628	536	402	1,146	44
Park	58,904	16,078	8,764	746	1,531	11,137	3,090
Petroleum	1,261	100	571				
Phillips	28,278	6,902	3,233	1,753	225	4,900	1,213
Pondera	34,363	8,521	2,080	2,242	1,413	14,357	1,158
Powder River	6,042		748			3,244	660
Powell	28,815	8,368	3,149	645	540	5,946	1,206
Prairie	3,673	590	477	123		1,160	106
Ravalli	56,672	17,818	7,110	1,642	1,974	8,366	1,923
Richland	112,449	24,786	12,318	8,721	5,197	24,736	2,793
Roosevelt	78,993	13,416	6,878	3,101	861	23,087	1,579
Rosebud	42,707	15,793	3,682	1,307	180	12,864	306
Sanders	15,825	7,721	1,906	475	158	586	985
Sheridan	34,704	11,334	5,479		3,265	1,399	526
Silver Bow	201,396	52,142	23,603	17,472	15,715	32,069	11,194
Stillwater	28,009	2,035	1,709	1,180	490	7,796	1,114
Sweet Grass	10,364	2,971	782	217	152	1,414	321
Teton	15,328	3,958	1,043	1,107	181	5,138	401
Toole	22,398	5,506	3,830	452	731	2,849	897
Treasure	612	270	93				
Valley	67,324	15,250	5,208	4,441	2,703	11,431	1,818
Wheatland	6,532	1,956	455	91	121	1,631	305
Wibaux	8,833	3,199	1,031	1,010	333		227
TOTAL METRO COUNTIES	**1,442,375**	**262,227**	**135,653**	**228,841**	**102,986**	**285,532**	**51,545**
TOTAL STATE	**4,653,838**	**1,070,135**	**463,942**	**442,888**	**259,724**	**902,327**	**172,304**

MONT.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
BILLINGS	**1,458,424**	**24,203**	**23.4**	**29.7**	**17.2**	**12.1**	**.0511**
Yellowstone	1,458,424	24,203	23.4	29.7	17.2	12.1	.0511
• Billings	974,941	22,849	24.8	27.1	16.5	12.1	.0385
SUBURBAN TOTAL	483,483	26,288	20.5	35.2	18.7	12.0	.0126
GREAT FALLS	**934,392**	**23,393**	**24.6**	**29.2**	**17.0**	**11.6**	**.0306**
Cascade	934,392	23,393	24.6	29.2	17.0	11.6	.0306
• Great Falls	716,189	23,702	23.6	28.1	17.7	12.1	.0240
SUBURBAN TOTAL	218,203	22,534	28.3	32.4	14.6	9.8	.0066
OTHER COUNTIES							
Beaverhead	78,807	18,186	26.9	27.7	9.9	7.4	.0028
Big Horn	92,413	19,962	28.1	28.5	12.7	8.7	.0034
Blaine	49,178	14,127	29.1	23.5	6.5	3.7	.0019
Broadwater	30,843	15,965	36.4	24.2	8.2	4.5	.0009
Carbon	78,742	15,992	32.3	27.1	6.6	4.3	.0026
Carter	10,527	12,937	29.6	21.9	5.3	3.3	.0003
Chouteau	54,316	18,864	32.4	28.5	10.5	7.9	.0017
Custer	133,407	17,719	27.7	25.6	11.5	7.5	.0048
Daniels	27,264	20,480	27.8	27.6	12.8	10.8	.0008
Dawson	130,746	23,875	23.7	32.6	17.9	8.8	.0052
Deer Lodge	107,722	21,367	23.6	33.6	14.3	5.5	.0034
Fallon	43,167	24,786	23.0	33.4	15.6	11.1	.0014
Fergus	109,529	15,600	30.9	24.5	8.6	5.6	.0038
Flathead	676,421	23,344	24.8	31.4	15.1	10.8	.0216
Gallatin	570,027	22,981	25.2	29.0	15.6	12.1	.0194
Garfield	14,504	16,842	35.4	19.5	11.7	8.5	.0004
Glacier	104,442	20,592	26.9	21.8	18.2	11.1	.0036
Golden Valley	7,502	15,062	33.8	23.7	6.0	4.5	.0002

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Granite	25,926	17,923	26.5	27.6	12.1	5.7	.0010
Hill	212,265	23,707	25.4	25.4	18.7	13.1	.0070
Jefferson	71,010	19,217	31.1	32.2	10.0	5.4	.0020
Judith Basin	26,097	19,432	29.3	28.1	10.3	9.5	.0007
Lake	174,713	15,900	31.3	25.9	8.4	4.4	.0058
Lewis and Clark	565,968	23,442	25.0	29.8	17.7	10.3	.0181
Liberty	29,426	20,074	28.3	24.1	13.4	12.7	.0008
Lincoln	167,153	21,234	26.1	34.8	13.4	5.0	.0053
McCone	17,441	15,125	31.2	26.0	6.7	3.3	.0008
Madison	48,135	16,538	32.4	24.6	10.5	5.2	.0016
Meagher	15,558	14,185	31.7	24.5	5.5	4.1	.0005
Mineral	33,852	18,811	27.7	35.2	9.2	1.9	.0012
Missoula	952,387	22,611	25.3	29.4	15.4	11.0	.0309
Musselshell	35,947	15,082	30.3	26.1	8.2	3.0	.0012
Park	148,943	20,943	27.5	29.3	14.9	7.6	.0047
Petroleum	4,829	16,111	36.0	19.5	6.5	7.0	.0000
Phillips	47,015	16,548	30.7	27.8	7.6	4.0	.0018
Pondera	69,222	21,255	24.4	30.6	13.4	8.7	.0023
Powder River	18,739	15,464	34.8	26.4	8.7	4.0	.0005
Powell	53,933	17,670	33.3	29.6	8.2	4.8	.0021
Prairie	11,631	12,240	32.6	17.5	5.6	3.0	.0004
Ravalli	235,702	17,566	30.0	26.9	11.2	5.1	.0069
Richland	169,639	28,642	16.9	29.5	19.9	18.8	.0059
Roosevelt	108,761	22,202	26.8	31.1	13.3	11.2	.0042
Rosebud	125,995	23,780	23.4	22.5	22.4	11.5	.0038
Sanders	80,744	16,086	34.0	25.2	9.1	3.6	.0023
Sheridan	66,728	23,909	22.4	30.0	15.2	14.3	.0022
Silver Bow	383,431	20,804	23.3	27.4	15.3	8.9	.0126

MONT. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A	B	C	D	Buying Power Index
Stillwater	54,981	17,444	30.4	26.6	12.4	3.7	.0020
Sweet Grass	25,299	13,962	34.3	22.0	7.5	3.2	.0008
Teton	65,059	19,627	27.0	28.6	11.3	9.1	.0019
Toole	65,035	20,767	27.2	28.4	12.1	10.6	.0019
Treasure	7,884	15,417	33.9	25.5	6.0	4.8	.0003
Valley	94,494	19,117	28.4	26.8	14.8	6.3	.0035
Wheatland	20,584	17,792	33.9	28.6	8.0	6.2	.0006
Wibaux	10,795	15,412	29.2	25.8	4.8	7.6	.0005
TOTAL METRO COUNTIES	**2,392,816**	**23,857**	**23.9**	**29.5**	**17.1**	**11.9**	**.0817**
TOTAL STATE	**8,959,694**	**21,338**	**26.1**	**28.6**	**14.7**	**9.6**	**.2980**

Nebraska

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
LINCOLN	**209.2**	**.0851**	**30.0**	**17.5**	**20.1**	**17.5**	**22.5**	**81.5**
Lancaster	209.2	.0851	30.0	17.5	20.1	17.5	22.5	81.5
• Lincoln	185.8	.0756	29.8	18.6	20.3	16.8	[illegible]	73.2
SUBURBAN TOTAL	23.4	.0095	32.1	8.8	18.0	23.1	21.6	8.3
OMAHA	**621.0**	**.2528**	**30.9**	**11.3**	**18.8**	**19.8**	**22.4**	**230.5**
Douglas	419.7	.1709	31.3	11.6	18.8	18.8	24.2	159.5
• Omaha	367.3	.1497	32.3	12.2	17.4	18.4	26.9	143.2
Sarpy	97.8	.0398	27.9	11.5	21.1	24.1	10.8	31.8
Washington	16.0	.0065	33.3	9.7	15.6	20.8	26.5	5.9
Pottawattamie, Iowa	*87.5*	*.0356*	*32.4*	*10.5*	*16.1*	*19.3*	*26.6*	*33.3*
• Council Bluffs	*56.8*	*.0231*	*32.1*	*11.4*	*16.5*	*17.7*	*27.5*	*22.5*
SUBURBAN TOTAL	196.4	.0800	28.5	9.6	22.0	20.0	12.7	64.8
OTHER COUNTIES								
Adams	30.3	.0124	33.8	12.8	16.0	17.4	30.7	12.1
Antelope	8.3	.0033	36.0	7.7	14.1	16.5	34.6	3.1
Arthur	.5	.0002	36.9	8.8	12.4	21.4	31.6	.2
Banner	.9	.0004	35.4	7.8	14.2	21.5	29.4	.3
Blaine	.9	.0004	34.8	8.6	13.0	20.3	29.5	.3
Boone	7.0	.0028	36.5	8.4	12.9	17.0	34.8	2.6
Box Butte	14.9	.0061	30.5	11.9	19.4	15.9	25.4	5.4
Boyd	3.1	.0012	43.5	8.3	11.3	16.2	42.6	1.3
Brown	4.0	.0017	37.0	7.8	14.1	18.0	34.5	1.7
Buffalo	37.4	.0152	29.1	18.6	17.2	15.6	24.2	13.7
Burt	8.5	.0035	40.5	7.1	12.9	17.3	39.0	3.4
Butler	9.1	.0037	37.8	7.8	13.1	16.9	36.6	3.3
Cass	22.8	.0092	33.4	9.0	16.0	20.5	27.0	8.3
Cedar	10.9	.0045	34.1	8.6	13.0	15.3	33.5	3.9
Chase	4.8	.0019	35.1	7.6	14.4	18.7	31.4	1.9
Cherry	6.8	.0028	35.0	9.2	15.0	19.8	30.2	2.6
Cheyenne	10.2	.0042	35.6	9.8	14.2	17.8	33.1	4.2
Clay	7.8	.0031	36.1	8.6	13.9	17.7	33.6	2.9
Colfax	9.5	.0039	37.3	8.7	13.0	16.6	36.1	3.6
Cuming	11.3	.0046	35.6	8.5	13.3	17.5	33.3	4.0
Custer	12.8	.0052	38.5	7.5	13.8	17.3	37.0	5.0
☐ Dakota	18.0	.0073	30.1	10.4	18.9	18.0	22.7	6.5

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**1,217,199**	**233,252**	**147,939**	**177,941**	**56,026**	**242,873**	**43,121**
Lancaster	1,217,199	233,252	147,939	177,941	56,026	242,873	43,121
• Lincoln	1,176,617	226,466	139,029	176,646	54,700	238,409	42,805
SUBURBAN TOTAL	40,582	6,786	8,910	1,295	1,326	4,464	316
OMAHA	**4,105,663**	**756,817**	**445,832**	**539,234**	**301,375**	**916,921**	**121,633**
Douglas	3,074,692	585,370	354,641	401,468	284,858	638,611	85,575
• Omaha	3,003,147	564,840	340,178	401,268	280,273	619,749	85,061
Sarpy	323,335	60,366	27,002	64,597	4,964	80,462	7,518
Washington	53,330	8,847	6,297	3,533	1,568	17,095	593
Pottawattamie, Iowa	*654,306*	*102,234*	*57,892*	*69,636*	*9,985*	*180,753*	*27,947*
• Council Bluffs	*555,824*	*87,849*	*47,476*	*66,957*	*8,967*	*166,833*	*25,860*
SUBURBAN TOTAL	546,692	104,128	58,178	71,009	12,135	130,339	10,712
OTHER COUNTIES							
Adams	196,701	29,677	19,173	43,625	5,760	51,214	4,856
Antelope	40,885	4,915	3,038	1,643	699	18,587	1,035
Arthur	1,563	906	201				
Banner	102						
Blaine	2,213	95	110			461	
Boone	43,284	9,229	3,445	3,458	538	15,365	765
Box Butte	58,950	17,682	6,088	4,143	1,499	13,301	2,386
Boyd	7,244	2,633	548	324	142	1,225	
Brown	21,917	6,455	2,284	375	496	6,727	428
Buffalo	255,884	51,277	33,657	23,414	10,966	66,279	3,536
Burt	39,752	8,696	3,574	1,446	3,077	7,393	1,926
Butler	20,113	4,667	1,795	1,222	561	3,419	765
Cass	56,063	13,832	6,788	1,987	428	18,068	832
Cedar	28,277	6,710	2,301	366	968	5,956	624
Chase	28,474	7,867	1,402	358	825	13,814	728
Cherry	48,400	13,024	2,883	4,674	2,204	11,584	572
Cheyenne	134,994	14,321	5,819	13,670	2,117	15,825	4,860
Clay	29,802	6,415	2,862	209	409	13,156	73
Colfax	34,236	9,502	4,701	3,610	464	8,531	217
Cuming	62,119	12,792	4,683	882	661	21,373	1,384
Custer	81,382	16,196	4,847	9,959	1,917	22,259	3,437
☐ Dakota	62,482	12,123	8,739	598	4,912	12,634	1,496

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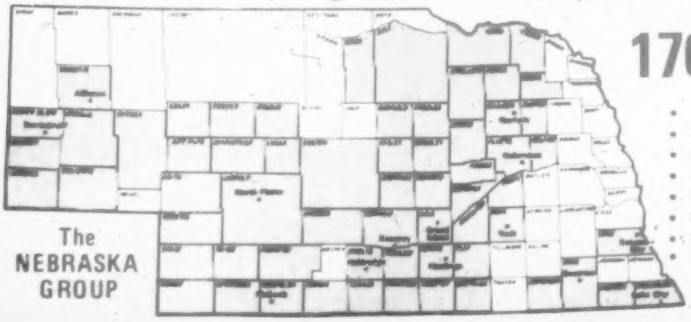
NEB. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Dawes	9.3	.0038	31.0	18.2	14.9	14.9	29.1	3.5	51,806	12,039	5,891	2,262	1,195	16,045	1,403
Dawson	21.9	.0089	33.2	8.9	16.6	18.4	28.6	8.3	155,127	27,857	13,306	9,358	4,446	38,623	4,758
Deuel	2.3	.0010	41.1	6.8	11.6	17.4	40.2	1.0	29,732	990	4,461		705	4,318	209
Dixon	6.8	.0028	36.2	8.2	13.5	17.0	34.5	2.6	10,735	2,834	1,553	185	245	2,604	321
Dodge	35.8	.0145	34.4	10.3	15.2	18.7	30.4	13.9	224,337	49,354	22,955	22,362	6,648	70,295	6,830
Dundy	2.8	.0011	41.0	7.6	13.6	16.2	40.5	1.2	12,574	2,036	994	576	141	5,018	213
Fillmore	7.4	.0031	38.8	6.9	14.0	17.8	37.0	2.9	40,743	6,416	5,002	5,163	1,806	6,351	1,205
Franklin	4.2	.0017	44.2	6.5	11.3	16.9	43.8	1.6	16,335	4,321	1,737	264	326	3,807	324
Frontier	3.5	.0014	35.2	10.7	14.2	18.7	31.5	1.4	11,626	2,267	524			3,834	177
Furnas	6.4	.0026	42.7	7.2	12.5	15.7	42.6	2.6	31,428	7,762	2,384	484	1,435	12,703	1,185
Gage	23.5	.0096	37.6	9.1	14.9	18.4	35.1	8.9	137,051	23,910	11,176	11,880	4,081	39,681	3,774
Garden	2.8	.0011	42.6	6.8	12.6	19.4	40.6	1.0	7,001	2,205	1,062	201	130	362	243
Garfield	2.3	.0009	41.0	6.3	11.7	18.7	39.8	.9	19,565	4,983	255		265	2,568	690
Gosper	2.0	.0009	38.0	7.9	13.2	19.1	34.8	.8	3,709	976	1,042				
Grant	.9	.0003	32.9	8.9	16.1	19.3	27.2	.3	3,693	550	526	498	437	117	
Greeley	3.3	.0014	36.6	7.8	11.8	16.6	35.2	1.2	13,563	2,241	918	793	91	1,611	671
Hall	48.5	.0197	32.1	9.9	17.9	18.4	26.3	18.5	389,444	43,580	38,839	80,915	22,360	93,915	6,281
Hamilton	9.2	.0038	33.9	8.5	15.8	19.0	29.2	3.4	33,671	6,069	2,235	2,905	1,476	10,728	2,240
Harlan	4.1	.0016	41.1	6.7	13.3	17.4	40.1	1.7	21,837	3,703	2,098	1,178	859	6,992	370
Hayes	1.4	.0006	35.9	7.4	15.4	19.2	31.9	.5	4,797	1,918	888				
Hitchcock	3.9	.0016	37.0	7.9	14.0	16.9	35.5	1.5	7,711	2,379	711		124	786	94
Holt	13.6	.0055	33.7	8.9	14.7	16.9	31.2	5.0	79,343	17,197	4,523	8,187	2,168	23,404	1,337
Hooker	.9	.0004	39.1	7.7	13.0	17.6	37.4	.4	3,255	1,111	127	188		920	73
Howard	6.6	.0027	36.1	7.5	13.1	18.1	33.4	2.4	24,402	5,300	2,175	874	1,739	5,631	421
Jefferson	9.3	.0038	39.8	9.0	13.5	17.2	38.6	3.7	53,020	9,765	3,441	8,926	3,805	12,820	1,767
Johnson	4.9	.0020	41.4	7.3	11.7	17.2	40.4	2.0	17,562	1,979	1,753	1,253	930	2,432	545
Kearney	6.9	.0028	36.2	8.6	15.0	19.2	32.6	2.6	26,061	1,219	3,082	2,295	2,866	4,195	253
Keith	9.3	.0037	34.8	8.7	14.9	20.5	29.3	3.7	115,508	14,646	7,987	7,119	4,116	34,165	1,282
Keya Paha	1.3	.0006	36.0	7.8	13.2	19.8	31.7	.5	2,876	689	258				
Kimball	4.8	.0019	34.9	9.0	14.1	19.1	30.8	1.9	28,650	7,298	2,823	1,496	1,646	7,990	627
Knox	10.9	.0045	37.7	7.8	13.1	16.6	36.6	4.0	32,618	7,168	3,539	826	745	8,883	439
Lincoln	34.6	.0140	31.9	10.1	17.2	18.7	26.0	12.9	227,761	37,643	21,964	37,960	9,832	50,031	8,555
Logan	.9	.0004	33.7	8.1	14.7	17.9	30.2	.4	1,011	243	175	333			
Loup	.8	.0003	38.2	9.4	10.9	19.9	34.5	.3	642	387	77				
McPherson	.6	.0003	38.1	9.8	11.0	17.2	36.2	.2	1,958	1,449					
Madison	33.4	.0136	32.4	12.5	16.6	16.7	28.9	12.6	228,674	51,222	16,255	31,336	20,677	42,229	6,862
Merrick	8.8	.0036	35.1	8.2	14.0	18.8	31.4	3.2	42,077	11,225	3,107	355	524	5,039	343
Morrill	5.8	.0023	35.6	8.4	14.3	18.6	32.3	2.4	15,052	2,739	930	1,542	140	6,508	123
Nance	4.4	.0018	37.8	7.9	12.6	17.1	36.2	1.7	9,226	3,690	1,409	391	152	595	75
Nemaha	8.3	.0034	35.2	11.7	15.7	15.5	34.7	3.2	30,318	6,236	3,404	3,002	430	8,129	801
Nuckolls	6.5	.0026	39.7	7.4	12.7	17.8	38.0	2.6	26,828	7,354	1,665	1,935	734	2,848	721
Otoe	15.0	.0061	38.5	7.7	13.5	17.6	36.8	5.9	97,017	23,848	6,511	10,967	1,617	29,508	2,669
Pawnee	3.7	.0016	46.2	6.3	11.0	16.6	45.7	1.5	14,485	3,091	950		682	4,145	476
Perkins	3.9	.0015	36.9	7.6	14.3	18.0	34.5	1.5	11,690	1,914	571	682	85	1,832	260
Phelps	10.0	.0041	36.6	8.1	15.2	18.7	33.5	3.7	78,307	15,076	4,057	2,818	3,416	23,508	2,884
Pierce	8.4	.0034	36.2	8.8	12.9	17.8	33.8	3.1	30,637	5,073	3,186	195	618	7,945	315
Platte	29.2	.0119	31.7	10.1	16.8	18.3	26.1	10.6	162,391	34,299	19,367	19,196	5,714	33,591	3,252
Polk	6.0	.0025	38.2	6.4	13.9	16.9	37.0	2.3	21,525	3,969	1,779	2,800	98	1,936	1,009
Red Willow	12.7	.0051	34.4	10.5	15.0	17.8	31.3	5.0	101,464	18,239	9,642	11,744	3,981	32,747	2,282
Richardson	10.4	.0043	41.2	7.6	12.6	16.8	40.8	4.3	53,322	13,361	4,254	4,464	2,314	13,130	1,976
Rock	2.3	.0009	34.0	7.5	16.9	17.8	30.5	9	9,887	1,231	936	315		2,705	442
Saline	13.0	.0053	37.3	12.1	13.2	16.1	36.6	4.9	62,829	14,798	5,470	7,901	5,703	6,786	3,069
Saunders	19.1	.0078	35.2	8.0	14.8	19.2	31.1	6.9	62,683	20,040	5,109	2,628	5,531	10,319	913
Scotts Bluff	38.2	.0155	32.7	9.6	16.6	18.3	27.9	14.3	263,122	68,146	25,353	27,429	11,515	55,355	3,702



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NEB. (cont.)

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Seward	16.2	.0066	32.1	14.7	15.0	17.1	28.5	5.8
Sheridan	7.4	.0031	36.6	7.9	14.0	17.4	34.6	2.8
Sherman	3.9	.0015	39.5	6.6	11.5	17.0	38.2	1.5
Sioux	1.8	.0008	36.5	8.2	14.2	21.8	30.3	.7
Stanton	6.8	.0027	30.8	9.4	16.4	18.0	25.1	2.4
Thayer	7.3	.0030	41.4	6.9	12.9	16.3	41.1	2.7
Thomas	.9	.0004	33.0	8.3	16.5	20.2	26.6	.4
Thurston	7.3	.0030	32.2	8.8	13.9	17.7	28.4	2.4
Valley	5.8	.0023	38.6	7.3	13.6	16.8	37.4	2.3
Wayne	9.7	.0040	29.9	22.3	13.1	16.2	27.1	3.3
Webster	4.7	.0019	42.9	5.8	11.1	17.6	42.2	2.0
Wheeler	1.0	.0004	31.5	9.2	15.8	16.0	28.4	.4
York	14.9	.0061	34.1	10.2	15.9	18.2	30.3	5.7
TOTAL METRO COUNTIES	**760.7**	**.3096**	**30.5**	**13.1**	**19.3**	**19.2**	**22.1**	**285.2**
TOTAL STATE	**1,616.8**	**.6583**	**32.3**	**11.5**	**17.1**	**18.4**	**27.0**	**609.7**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Seward	63,464	11,851	6,252	7,705	4,284	14,376	2,185
Sheridan	43,518	11,509	4,230	443	829	7,944	1,687
Sherman	10,054	2,099	997		930	1,384	314
Sioux	3,285	379	82	1,455		710	
Stanton	6,821	1,091	2,377	224	66	386	
Thayer	44,140	11,467	3,192	1,458	88	8,088	1,667
Thomas	3,518	478	467			1,358	
Thurston	35,349	8,015	1,688	690	689	8,004	937
Valley	28,195	6,296	1,592	3,298	282	4,927	1,269
Wayne	41,049	9,015	5,157	5,209	999	10,506	1,066
Webster	15,001	1,530	1,756		732	4,755	948
Wheeler	995	355	526				
York	91,577	18,106	9,719	8,162	1,503	24,008	2,304
TOTAL METRO COUNTIES	**4,731,038**	**899,958**	**544,618**	**648,137**	**352,328**	**991,675**	**138,303**
TOTAL STATE	**9,473,045**	**1,839,075**	**977,280**	**1,130,327**	**535,009**	**2,152,342**	**258,065**

NEB.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LINCOLN	**3,218,799**	**29,423**	**19.5**	**26.9**	**19.9**	**20.6**	**.0909**
Lancaster	3,218,799	29,423	19.5	26.9	19.9	20.6	.0909
● Lincoln	2,852,604	28,875	20.1	26.6	19.7	20.1	.0825
SUBURBAN TOTAL	366,195	33,752	14.8	29.1	23.0	24.4	.0084
OMAHA	**9,130,406**	**29,945**	**19.0**	**26.5**	**20.0**	**21.4**	**.2728**
Douglas	6,510,279	30,440	18.7	24.9	19.6	23.1	.1956
● Omaha	5,550,146	28,139	20.3	25.2	18.2	20.8	.1749
Sarpy	1,315,954	32,853	17.2	31.0	23.3	22.2	.0347
Washington	203,966	26,915	20.7	30.5	19.1	13.9	.0055
Pottawattamie, Iowa	*1,100,207*	*25,592*	*22.1*	*28.8*	*18.8*	*13.6*	*.0370*
● *Council Bluffs*	*711,248*	*24,149*	*23.7*	*28.4*	*18.0*	*12.1*	*.0265*
SUBURBAN TOTAL	2,869,012	35,251	14.6	28.4	24.8	25.8	.0714
OTHER COUNTIES							
Adams	360,893	22,164	24.1	29.8	15.2	9.6	.0119
Antelope	63,433	14,356	28.9	21.4	8.1	4.6	.0024
Arthur	5,204	17,000	29.5	28.0	6.0	9.5	.0003
Banner	7,699	16,417	39.7	22.3	10.7	6.3	.0001
Blaine	4,996	11,769	37.7	14.0	3.0	4.0	.0002
Boone	53,956	12,955	29.2	20.0	5.9	5.5	.0023
Box Butte	160,616	23,298	24.3	31.6	16.9	8.9	.0048
Boyd	18,681	10,045	33.5	12.2	2.7	1.9	.0006
Brown	32,885	13,353	33.3	18.8	5.4	4.4	.0014
Buffalo	417,529	21,971	25.5	29.2	15.0	10.5	.0145
Burt	79,171	16,495	31.6	25.4	8.3	5.8	.0027
Butler	76,898	16,905	29.1	26.7	8.9	6.0	.0024
Cass	271,111	25,735	22.9	30.7	18.7	13.1	.0071
Cedar	87,499	14,725	32.0	21.2	7.5	6.1	.0028
Chase	43,908	16,882	28.5	27.1	8.7	5.9	.0017
Cherry	53,138	13,911	38.5	18.1	6.6	4.3	.0022
Cheyenne	134,568	24,220	21.8	27.4	16.7	13.3	.0057
Clay	73,760	19,000	27.7	28.8	12.0	6.6	.0023
Colfax	100,281	19,830	26.4	26.8	12.6	10.2	.0030
Cuming	91,813	16,467	31.8	26.7	8.2	5.9	.0036
Custer	117,439	16,552	31.1	25.1	8.0	6.8	.0044
☐ Dakota	186,825	23,028	23.2	35.3	14.8	8.3	.0056
Dawes	94,065	17,607	27.4	24.1	10.8	9.7	.0033
Dawson	246,703	23,380	24.4	33.3	16.6	8.4	.0085
Deuel	29,324	21,393	27.8	32.0	11.4	10.4	.0013
Dixon	54,497	14,536	31.3	22.7	7.4	5.1	.0016
Dodge	402,010	21,472	25.9	29.4	14.7	8.9	.0136
Dundy	29,049	16,824	28.2	26.1	8.6	6.6	.0008
Fillmore	68,323	17,333	32.3	27.3	9.2	5.4	.0025
Franklin	37,429	16,320	30.1	25.6	7.6	6.0	.0013
Frontier	40,366	20,216	27.1	27.9	11.7	10.9	.0010
Furnas	58,048	15,816	31.1	24.4	9.3	4.3	.0022
Gage	267,092	21,707	25.9	28.6	14.6	10.9	.0087
Garden	25,666	17,844	32.4	27.1	10.6	6.2	.0007
Garfield	13,705	10,860	32.9	15.4	4.4	1.4	.0008
Gosper	22,252	20,350	25.5	28.3	13.0	9.6	.0006
Grant	6,357	16,083	35.6	23.4	11.0	2.3	.0002
Greeley	23,666	12,667	28.1	21.1	5.7	4.8	.0009
Hall	565,983	23,003	24.7	31.0	15.7	10.0	.0203
Hamilton	90,704	19,889	31.0	31.3	11.1	7.3	.0029
Harlan	41,764	17,500	26.0	25.0	11.2	7.1	.0014
Hayes	14,828	19,125	31.8	22.2	12.8	13.6	.0004
Hitchcock	38,512	19,022	29.5	28.5	11.2	7.3	.0011
Holt	100,170	14,345	33.5	22.5	6.8	3.7	.0043
Hooker	6,549	12,000	35.9	19.3	3.0	1.5	.0001
Howard	46,721	14,305	36.4	22.5	6.7	2.8	.0018
Jefferson	98,862	19,118	27.5	28.3	12.9	6.4	.0033
Johnson	48,512	17,021	29.8	26.0	9.4	7.2	.0015
Kearney	79,181	22,000	25.9	30.0	14.4	10.7	.0024
Keith	118,154	24,612	23.4	31.4	16.3	12.8	.0047
Keya Paha	10,726	13,409	34.6	18.4	4.4	7.4	.0005
Kimball	59,291	22,789	25.6	29.0	14.2	12.2	.0017
Knox	94,091	16,076	30.0	23.0	10.0	6.4	.0031
Lincoln	414,976	25,007	21.9	32.4	18.3	10.9	.0137
Logan	6,537	11,842	36.5	14.1	6.0	2.0	.0001
Loup	7,249	17,000	32.4	26.3	9.0	5.7	.0003
McPherson	4,149	14,333	30.0	24.5	4.0	6.0	.0002
Madison	378,555	22,339	24.4	29.4	15.4	10.5	.0130
Merrick	75,639	18,356	29.2	32.6	8.8	4.1	.0027
Morrill	41,380	12,212	33.0	18.9	4.8	2.6	.0014
Nance	38,103	15,965	30.9	24.9	8.8	4.7	.0011
Nemaha	109,788	24,055	20.6	27.1	15.9	16.4	.0030
Nuckolls	56,361	16,384	33.2	26.1	8.1	3.8	.0019
Otoe	166,328	20,549	25.7	29.0	13.3	8.8	.0057
Pawnee	33,225	15,600	30.6	23.3	7.7	6.2	.0012
Perkins	47,760	23,483	22.2	26.2	15.8	14.9	.0013
Phelps	121,469	23,582	23.1	27.5	17.5	12.7	.0042
Pierce	64,416	15,183	34.9	25.4	5.5	4.1	.0023
Platte	315,429	23,472	23.2	32.0	16.5	9.4	.0104
Polk	50,254	16,111	32.6	25.3	9.0	4.3	.0017
Red Willow	142,047	20,491	27.3	27.7	14.1	9.3	.0053
Richardson	86,735	14,128	33.4	20.6	7.6	3.9	.0031
Rock	22,021	17,312	34.7	24.7	9.1	6.8	.0008
Saline	141,021	21,151	23.8	30.1	14.0	8.1	.0045
Saunders	197,274	21,380	26.6	30.4	14.1	8.9	.0059
Scotts Bluff	413,256	20,968	27.3	29.2	13.4	9.8	.0147
Seward	204,226	25,583	21.1	31.4	17.7	14.0	.0058
Sheridan	60,625	14,483	27.7	23.3	7.4	6.4	.0023
Sherman	25,056	12,716	35.5	20.2	4.1	1.5	.0009
Sioux	19,275	18,955	30.0	26.7	11.6	9.0	.0006
Stanton	53,384	17,274	30.7	28.8	9.9	3.3	.0014
Thayer	65,575	17,775	29.0	29.3	8.4	6.3	.0025
Thomas	8,939	15,882	36.6	25.4	6.3	5.3	.0003
Thurston	60,951	17,746	29.7	25.7	9.9	8.1	.0022
Valley	49,575	14,942	33.1	22.1	7.4	5.0	.0019
Wayne	97,477	20,517	26.9	26.8	14.0	10.1	.0031
Webster	41,491	14,410	29.0	23.4	7.9	3.7	.0013
Wheeler	11,068	19,929	31.9	30.3	11.5	8.0	.0002
York	174,748	22,364	25.6	29.2	15.9	10.4	.0058
TOTAL METRO COUNTIES	**11,435,823**	**30,125**	**18.9**	**26.6**	**20.0**	**21.7**	**.3323**
TOTAL STATE	**20,330,263**	**23,962**	**23.3**	**27.2**	**16.2**	**14.7**	**.6330**

Nevada

S&MM ESTIMATES

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
LAS VEGAS	610.9	.2487	32.1	11.2	19.3	22.8	21.5	248.3	4,656,184	985,388	470,554	553,341	268,433	967,518	172,842
Clark	610.9	.2487	32.1	11.2	19.3	22.8	21.5	248.3	4,656,184	985,388	470,554	553,341	268,433	967,518	172,842
• Las Vegas	206.0	.0839	32.4	10.9	18.7	22.4	22.7	84.1	1,860,040	370,208	177,301	177,790	114,721	383,677	70,866
North Las Vegas	53.0	.0216	26.0	15.4	18.2	19.1	14.5	17.8	140,128	37,334	17,343	13,451	10,329	11,440	8,483
SUBURBAN TOTAL	404.9	.1648	31.9	11.3	19.7	23.1	20.8	164.2	2,796,144	615,180	293,253	375,551	153,712	583,841	101,976
RENO	237.6	.0968	32.9	11.8	21.0	22.3	23.3	101.6	2,157,512	411,716	183,743	347,161	82,965	449,067	60,727
Washoe	237.6	.0968	32.9	11.8	21.0	22.3	23.3	101.6	2,157,512	411,716	183,743	347,161	82,965	449,067	60,727
• Reno	117.2	.0477	33.5	13.5	21.6	20.5	26.2	54.8	1,513,762	247,531	124,981	248,918	66,362	369,397	34,177
Sparks	54.8	.0223	31.6	11.5	21.4	22.3	20.4	21.9	389,364	107,899	30,508	77,474	10,301	51,547	15,415
SUBURBAN TOTAL	120.4	.0491	32.3	10.2	20.5	24.0	20.4	46.8	643,750	164,185	58,762	98,243	16,603	79,670	26,550
OTHER COUNTIES															
Carson City	37.7	.0154	34.4	9.7	16.7	22.8	26.1	15.5	358,234	90,734	29,824	27,275	14,171	79,683	25,174
Carson City	37.7	.0154	34.4	9.7	16.7	22.8	26.1	15.5	358,234	90,734	29,824	27,275	14,171	79,683	25,174
Churchill	16.7	.0068	33.3	10.7	15.8	20.1	27.3	6.4	100,724	32,113	8,025	1,757	2,716	28,283	135
Douglas	25.3	.0103	33.9	7.7	21.5	23.6	24.0	10.2	102,173	31,355	7,388	62	3,156	7,019	1,625
Elko	23.1	.0094	32.3	9.1	17.2	22.1	23.3	9.3	196,036	46,018	17,791	5,355	4,573	40,578	9,754
Esmeralda	1.2	.0005	36.7	8.2	15.5	19.7	32.9	.3	7,477	109	1,206	1,783			
Eureka	1.4	.0005	31.7	10.5	17.8	21.1	23.1	.5	3,879	1,233	922			375	
Humboldt	11.4	.0047	31.7	10.2	18.6	21.5	22.4	4.3	121,652	36,767	11,387	1,343	1,771	14,476	
Lander	4.6	.0019	28.7	12.6	20.3	21.2	16.1	1.9	18,028	7,442	2,566		150	1,733	915
Lincoln	3.9	.0015	30.2	8.1	13.9	18.1	25.3	1.4	9,829	2,236	1,265	2,430	73	559	262
Lyon	18.1	.0074	35.0	7.8	15.8	21.1	28.9	7.2	77,854	28,916	5,115	1,723	1,648	11,439	1,166
Mineral	6.2	.0025	34.6	7.9	15.3	20.7	28.6	2.6	38,201	12,567	2,633	2,830	169	4,878	526
Nye	15.3	.0063	34.0	9.5	15.9	22.0	26.4	6.2	74,036	24,317	5,319	472	246	12,310	1,501
Pershing	3.7	.0015	34.1	10.2	15.9	20.8	27.7	1.5	50,066	9,963	5,382	1,590	119	4,237	156
Storey	1.9	.0007	34.7	10.2	18.0	23.3	26.3	.6	5,085	745	1,651		76	133	
White Pine	7.7	.0031	34.8	7.2	16.1	20.1	29.6	3.0	50,523	15,512	4,760	2,139	1,419	9,092	1,705
TOTAL METRO COUNTIES	848.5	.3455	32.3	11.4	19.7	22.7	22.0	349.9	6,813,696	1,397,104	654,292	900,502	351,398	1,416,585	233,569
TOTAL STATE	1,026.7	.4180	32.5	11.0	19.4	22.5	22.6	420.8	8,027,493	1,737,131	759,731	949,261	381,685	1,631,380	276,488

NEV.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
LAS VEGAS	7,900,229	25,602	23.5	28.3	17.5	15.6	.2635
Clark	7,900,229	25,602	23.5	28.3	17.5	15.6	.2635
• Las Vegas	2,605,586	24,635	23.1	27.4	17.3	14.7	.0936
North Las Vegas	470,628	22,355	26.9	30.6	16.1	9.5	.0144
SUBURBAN TOTAL	5,294,643	26,086	23.7	28.8	17.6	16.1	.1699
RENO	3,499,686	27,637	22.5	27.7	18.4	18.8	.1158
Washoe	3,499,686	27,637	22.5	27.7	18.4	18.8	.1158
• Reno	1,762,587	24,736	24.9	27.6	16.0	16.9	.0665
Sparks	748,556	30,138	21.2	27.7	20.1	18.9	.0217
SUBURBAN TOTAL	1,737,099	30,994	19.6	27.8	21.2	21.5	.0493
OTHER COUNTIES							
Carson City	494,262	26,720	22.2	28.6	18.3	16.3	.0177
Carson City	494,262	26,720	22.2	28.6	18.3	16.3	.0177
Churchill	156,735	18,803	30.2	27.2	11.6	7.9	.0057
Douglas	395,704	30,018	18.9	31.6	21.0	18.5	.0102
Elko	292,447	24,952	21.7	28.8	16.9	15.4	.0103
Esmeralda	12,930	37,800	16.3	17.4	24.3	30.3	.0005
Eureka	15,017	23,500	24.0	25.8	11.0	17.4	.0004
Humboldt	111,619	18,382	32.7	24.0	13.6	8.3	.0050
Lander	61,040	27,950	18.3	30.8	20.7	14.9	.0017
Lincoln	32,757	19,378	27.9	29.1	11.8	7.4	.0010
Lyon	190,264	21,431	26.1	28.2	15.3	9.7	.0060
Mineral	81,099	25,741	21.3	29.9	16.7	14.9	.0025
Nye	171,435	23,611	22.6	28.3	18.5	10.8	.0053
Pershing	49,503	24,879	19.9	26.9	14.1	19.9	.0020
Storey	18,410	25,545	24.0	30.7	17.8	13.0	.0006
White Pine	101,540	27,519	18.8	27.1	18.9	18.8	.0033
TOTAL METRO COUNTIES	11,399,915	26,177	23.2	28.2	17.7	16.5	.3793
TOTAL STATE	13,584,697	25,891	23.3	28.2	17.6	16.1	.4515

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New Hampshire

S&MM ESTIMATES

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**322.1**	**.1312**	**32.0**	**10.4**	**18.8**	**20.5**	**23.9**	**118.9**	**3,209,425**	**579,510**	**251,609**	**533,980**	**189,706**	**700,207**	**74,318**
Hillsborough	322.1	.1312	32.0	10.4	18.8	20.5	23.9	118.9	3,209,425	579,510	251,609	533,980	189,706	700,207	74,318
• Manchester	101.3	.0412	33.3	12.2	17.5	17.0	30.0	41.0	1,262,431	169,054	108,054	239,481	77,475	327,293	29,554
• Nashua	78.7	.0320	31.9	10.9	19.3	20.5	23.5	30.3	966,440	143,627	67,541	142,019	58,802	267,071	19,612
SUBURBAN TOTAL	142.1	.0580	31.2	8.9	19.3	22.9	19.8	47.6	980,554	266,829	76,014	152,480	53,429	105,843	25,152
PORTSMOUTH - DOVER - ROCHESTER	**328.4**	**.1337**	**31.4**	**12.1**	**19.1**	**20.6**	**22.5**	**120.4**	**2,936,556**	**628,042**	**247,743**	**229,024**	**118,183**	**671,710**	**75,741**
Rockingham	233.2	.0949	31.7	10.1	20.2	21.4	22.0	85.9	2,291,232	463,156	199,568	197,149	95,382	514,480	58,670
• Portsmouth	29.1	.0118	29.7	15.7	20.6	16.7	22.3	11.1	571,956	65,065	60,045	24,272	18,735	163,543	8,623
Strafford	95.2	.0388	30.5	16.9	16.7	18.7	23.8	34.5	645,324	164,886	48,175	31,875	22,801	157,230	17,071
• Dover	24.0	.0098	32.4	14.7	[illegible]	16.5	[illegible]	9.5	240,841	55,225	23,847	8,953	16,393	55,013	6,392
• Rochester	24.0	.0098	33.4	10.1	16.9	19.7	27.6	9.2	260,170	74,014	11,049	18,924	4,421	59,288	7,163
SUBURBAN TOTAL	251.3	.1023	31.4	11.6	19.5	21.4	21.6	90.6	1,863,589	433,738	152,808	176,875	78,634	393,866	53,563
OTHER COUNTIES															
Belknap	48.7	.0198	34.2	8.9	17.5	19.3	29.3	18.6	587,094	132,865	49,045	30,924	24,144	169,434	12,676
Carroll	33.6	.0137	37.1	7.7	17.2	19.2	33.7	14.1	337,112	72,018	38,868	20,928	18,897	42,515	6,672
Cheshire	68.2	.0277	33.0	12.1	17.2	19.1	27.4	25.0	503,954	92,908	37,436	41,894	15,006	124,716	8,671
Coos	34.5	.0141	35.1	8.9	15.6	18.6	31.5	13.4	281,192	64,918	19,498	20,603	9,166	66,089	8,728
Grafton	70.4	.0286	31.8	15.8	17.4	18.2	26.3	26.1	740,618	223,788	57,248	59,106	39,576	120,211	12,107
Merrimack	116.0	.0472	33.1	10.3	18.5	19.7	26.9	43.1	883,550	237,110	75,361	78,307	24,176	203,927	20,308
Sullivan	38.2	.0156	33.9	8.9	17.3	19.1	29.0	15.1	245,859	55,200	11,553	19,432	7,637	55,240	10,434
TOTAL METRO COUNTIES	**650.5**	**.2649**	**31.7**	**11.3**	**18.9**	**20.6**	**23.2**	**239.3**	**6,145,981**	**1,207,552**	**499,352**	**763,004**	**307,889**	**1,371,917**	**150,059**
TOTAL STATE	**1,060.1**	**.4316**	**32.4**	**11.1**	**18.3**	**20.0**	**25.2**	**394.7**	**9,725,360**	**2,086,359**	**788,361**	**1,034,198**	**446,491**	**2,154,049**	**229,655**

N.H. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**5,256,107**	**35,668**	**15.9**	**23.2**	**20.7**	**30.5**	**.1707**
Hillsborough	5,256,107	35,668	15.9	23.2	20.7	30.5	.1707
• Manchester	1,546,438	29,599	19.8	24.6	19.6	22.0	.0569
• Nashua	1,366,015	36,550	15.2	23.0	20.3	32.4	.0445
SUBURBAN TOTAL	2,343,654	40,332	13.0	22.1	21.6	36.6	.0673
PORTSMOUTH - DOVER - ROCHESTER	**4,873,233**	**32,778**	**16.8**	**26.0**	**21.5**	**24.8**	**.1598**
Rockingham	3,573,826	33,913	16.2	25.8	22.0	26.2	.1193
• Portsmouth	394,316	26,058	23.4	29.7	18.9	16.7	.0196
Strafford	1,299,407	29,808	18.3	26.7	20.1	21.3	.0405
• Dover	345,753	29,042	18.7	26.8	19.0	21.2	.0120
• Rochester	325,117	29,514	18.3	29.3	20.9	19.3	.0121
SUBURBAN TOTAL	3,807,447	34,377	15.7	25.2	22.2	26.8	.1161
OTHER COUNTIES							
Belknap	590,694	24,371	23.4	29.9	17.2	13.4	.0247
Carroll	437,904	23,035	26.1	29.8	14.6	12.9	.0160
Cheshire	870,921	27,196	21.2	29.6	19.2	16.3	.0290
Coos	374,433	22,466	24.4	30.2	15.7	9.5	.0141
Grafton	878,753	24,495	24.3	29.4	16.1	14.6	.0338
Merrimack	1,631,735	29,464	19.8	28.6	19.7	20.5	.0520
Sullivan	459,206	24,150	24.5	30.5	17.2	11.5	.0151
TOTAL METRO COUNTIES	**10,129,340**	**34,135**	**16.4**	**24.6**	**21.0**	**27.6**	**.3305**
TOTAL STATE	**15,372,986**	**30,469**	**18.8**	**26.6**	**19.7**	**22.8**	**.5152**

New Jersey

S&MM ESTIMATES

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**308.4**	**.1255**	**36.5**	**10.2**	**15.2**	**17.4**	**34.4**	**121.4**	**2,597,141**	**537,278**	**340,947**	**224,527**	**113,683**	**501,361**	**84,905**
Atlantic	211.5	.0861	35.3	10.5	15.6	18.0	32.3	81.3	1,747,851	316,806	201,263	177,575	83,448	304,990	56,316
• Atlantic City	37.3	.0152	41.0	9.5	12.6	14.0	41.3	16.2	437,627	36,253	67,744	17,943	6,601	67,456	13,620
Cape May	96.9	.0394	39.5	9.6	14.2	16.3	38.9	40.1	849,290	220,472	139,684	46,952	30,235	196,371	28,589
SUBURBAN TOTAL	271.1	.1103	36.0	10.3	15.5	17.8	33.5	105.2	2,159,514	501,025	273,203	206,584	107,082	433,905	71,285
BERGEN - PASSAIC	**1,302.8**	**.5305**	**36.3**	**9.6**	**16.1**	**21.5**	**30.5**	**483.5**	**11,216,841**	**2,216,056**	**920,082**	**1,212,436**	**851,148**	**2,335,732**	**345,346**
Bergen	840.5	.3422	37.5	9.3	15.8	21.9	31.9	316.7	7,966,594	1,684,647	629,513	754,700	611,189	1,781,546	270,720
Passaic	462.3	.1883	34.0	10.3	16.6	20.2	28.1	166.8	3,250,247	531,409	290,569	457,736	239,959	554,186	74,626
Clifton	76.9	.0313	41.1	9.8	15.9	17.5	39.8	31.4	607,793	131,826	70,158	24,416	16,103	134,648	12,491
Passaic	54.9	.0224	32.6	10.2	17.1	18.9	27.0	21.2	231,563	19,296	16,924	6,264	14,787	27,423	8,624
• Paterson	139.0	.0566	30.3	10.9	17.1	18.5	23.4	48.9	517,632	111,540	33,754	31,019	41,291	115,583	19,370
Wayne Township	49.3	.0201	36.9	9.6	13.5	25.0	28.2	16.0	970,888	80,008	83,039	356,487	91,830	113,762	11,664
SUBURBAN TOTAL	1,163.8	[illegible]	37.0	9.5	16.0	21.7	31.4	434.6	10,699,209	2,104,516	886,328	1,181,417	809,857	2,220,149	325,976
JERSEY CITY	**552.5**	**.2249**	**34.5**	**10.4**	**16.8**	**19.8**	**29.4**	**213.9**	**2,957,284**	**812,310**	**212,019**	**153,119**	**163,961**	**521,375**	**109,923**
Hudson	552.5	.2249	34.5	10.4	16.8	19.8	29.4	213.9	2,957,284	812,310	212,019	153,119	163,961	521,375	109,923
Bayonne	63.3	.0258	38.0	10.1	16.6	17.5	36.1	25.6	319,585	102,699	32,380	1,903	26,225	15,276	19,099

METRO & COUNTY TOTALS

N.J. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
• Hoboken	41.6	.0169	30.9	13.0	19.6	18.3	23.6	15.6	158,663	79,067	19,283	3,933	5,247	4,672	8,004
• Jersey City	218.7	.0890	32.4	10.5	16.9	18.5	27.2	81.9	1,094,184	253,570	72,417	60,789	49,165	288,000	37,871
North Bergen Township	47.9	.0195	38.5	9.5	16.6	20.7	34.3	19.7	269,630	110,156	20,744	4,998	15,199	40,516	6,946
Union City	56.4	.0230	35.2	10.6	15.5	22.8	27.5	21.9	316,111	58,087	16,275	31,210	17,185	74,769	12,119
SUBURBAN TOTAL	292.2	.1190	37.0	10.0	16.2	21.0	32.0	116.4	1,704,437	479,673	120,319	88,397	109,549	228,703	64,048
MIDDLESEX - SOMERSET - HUNTERDON	**962.4**	**.3919**	**33.6**	**11.4**	**17.4**	**22.3**	**25.2**	**340.2**	**7,537,696**	**1,656,132**	**559,579**	**859,147**	**646,542**	**1,483,771**	**202,699**
Hunterdon	99.1	.0404	34.2	8.4	16.9	25.3	23.3	33.9	684,040	150,857	49,794	28,776	48,926	115,680	16,311
Middlesex	642.8	.2617	33.0	12.5	17.6	21.2	25.3	227.8	4,788,615	1,064,251	353,261	647,794	460,157	777,111	139,507
Edison Township	81.3	.0331	33.6	10.9	18.4	22.6	24.8	29.2	766,348	93,757	48,823	74,603	155,570	127,798	25,877

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Sources Scarborough Report of New York A.D.I. 1988
S&MM's 1988 Survey of Buying Power

N.J. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
• New Brunswick	42.1	.0171	26.0	29.0	17.1	12.8	21.8	14.6	270,031	16,687	21,125	63,567	13,715	58,315	5,977
Old Bridge Township	56.4	.0230	31.3	11.0	18.6	23.3	19.9	19.6	156,104	45,984	14,032	4,286	5,736	41,546	11,201
• Perth Amboy	38.5	.0157	34.3	10.4	16.0	17.8	31.0	14.5	220,667	55,887	17,220	16,588	17,232	63,237	6,264
Piscataway Township	43.7	.0178	28.6	19.3	19.9	21.6	15.7	13.8	77,723	11,055	17,881		8,664	9,083	1,207
Woodbridge Township	95.6	.0389	34.7	11.5	17.7	21.4	28.0	33.4	1,108,863	216,434	76,639	253,126	81,964	123,610	22,276
Somerset	**220.5**	**.0898**	**35.0**	**9.3**	**16.8**	**24.3**	**25.7**	**78.5**	**2,065,041**	**441,024**	**156,524**	**182,577**	**137,459**	**590,980**	**46,881**
SUBURBAN TOTAL	**881.8**	**.3591**	**33.9**	**10.5**	**17.5**	**23.0**	**25.1**	**311.1**	**7,046,998**	**1,583,558**	**521,734**	**778,992**	**615,595**	**1,362,219**	**190,458**
MONMOUTH - OCEAN	**970.5**	**.3951**	**35.8**	**8.3**	**15.7**	**20.1**	**31.3**	**367.0**	**7,014,500**	**1,605,158**	**581,886**	**664,534**	**351,263**	**1,940,137**	**201,174**
Monmouth	**555.5**	**.2262**	**34.6**	**9.0**	**16.1**	**22.1**	**27.2**	**201.1**	**4,036,471**	**927,270**	**367,605**	**407,902**	**223,205**	**1,043,985**	**110,737**
Middletown Township	71.3	.0290	33.8	8.8	15.4	23.8	24.4	23.0	282,325	96,414	19,997	35,491	21,660	33,139	14,465
Ocean	**415.0**	**.1689**	**37.9**	**7.4**	**15.2**	**17.2**	**36.6**	**165.9**	**2,978,029**	**677,888**	**214,281**	**256,632**	**128,058**	**896,152**	**90,437**
Brick Township	64.4	.0262	34.2	8.2	17.5	19.4	29.3	24.5	398,764	123,535	17,950	44,159	32,260	85,183	8,189
Dover Township	75.8	.0309	35.6	7.8	15.2	21.4	29.6	28.3	932,929	157,500	43,055	147,795	44,986	335,377	20,206
SUBURBAN TOTAL	**970.5**	**.3951**	**35.8**	**8.3**	**15.7**	**20.1**	**31.3**	**367.0**	**7,014,500**	**1,605,158**	**581,886**	**664,534**	**351,263**	**1,940,137**	**201,174**
NEWARK	**1,902.4**	**.7745**	**34.5**	**9.5**	**16.8**	**21.7**	**27.3**	**689.9**	**12,329,603**	**2,852,198**	**1,039,181**	**1,019,841**	**900,876**	**2,770,994**	**398,800**
Essex	**841.7**	**.3427**	**33.9**	**9.9**	**16.3**	**20.6**	**27.7**	**309.5**	**5,107,705**	**1,192,731**	**446,577**	**494,564**	**400,812**	**920,817**	**190,788**
Bloomfield Township	47.6	.0194	38.5	9.6	17.4	18.6	36.1	19.3	344,594	85,615	23,085	3,549	12,133	92,755	18,900
East Orange	78.4	.0319	32.0	10.5	19.1	20.7	23.5	30.3	209,858	85,508	18,934	2,427	5,684	25,599	9,692
Irvington Township	62.6	.0255	34.4	9.3	19.0	18.6	30.2	26.2	246,542	57,325	17,578	4,684	15,313	58,951	14,256
• Newark	319.6	.1301	30.0	10.8	16.0	20.0	22.0	112.1	1,058,359	200,761	144,819	116,106	108,132	82,153	55,760
Morris	**427.1**	**.1739**	**34.0**	**9.2**	**17.2**	**24.7**	**23.5**	**148.0**	**3,428,230**	**832,864**	**271,067**	**391,874**	**236,578**	**761,575**	**80,965**
Parsippany - Troy Hills Township	50.7	.0206	32.7	10.0	21.9	24.8	20.0	19.0	324,383	103,639	32,492	27,246	25,445	62,414	7,826
Sussex	**130.8**	**.0532**	**31.6**	**7.6**	**20.4**	**22.7**	**20.4**	**44.6**	**585,602**	**164,561**	**41,386**	**26,340**	**19,625**	**155,026**	**16,811**
Union	**502.8**	**.2047**	**36.9**	**9.5**	**15.6**	**20.9**	**32.0**	**187.8**	**3,208,066**	**662,042**	**280,151**	**107,063**	**243,861**	**933,576**	**110,236**
• Elizabeth	107.1	.0436	34.7	10.6	16.6	19.8	29.8	41.4	519,040	122,069	43,870	9,800	36,779	125,230	21,359
Plainfield	46.8	.0191	31.9	10.2	18.1	20.7	23.6	16.7	203,682	25,561	13,407	13,568	12,414	62,241	11,417
Union Township	50.7	.0206	43.0	9.7	13.4	18.7	41.4	19.5	549,418	99,014	41,187	6,189	72,501	150,906	15,739
SUBURBAN TOTAL	1,475.7	.6008	35.4	9.1	16.8	22.3	28.3	536.4	10,752,204	2,529,368	850,492	893,935	755,965	2,563,611	321,681

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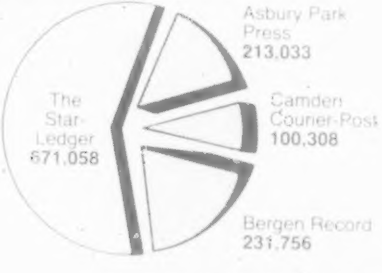
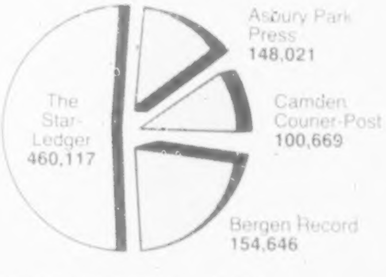


Daily Circulation



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The Newspaper for New Jersey

Star-Ledger Plaza, Newark, N.J. 07101

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METRO & COUNTY TOTALS

N.J. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
TRENTON	**323.6**	**.1317**	**34.1**	**11.7**	**16.9**	**20.4**	**28.1**	**117.1**	**2,389,082**	**529,141**	**200,621**	**322,985**	**141,314**	**435,061**	**82,978**
Mercer	323.6	.1317	34.1	11.7	16.9	20.4	28.1	117.1	2,389,082	529,141	200,621	322,985	141,314	435,061	82,978
Hamilton Township	87.4	.0356	35.9	9.6	17.2	21.0	30.3	32.6	619,110	221,821	45,147	49,406	18,941	135,625	23,903
• Trenton	93.1	.0379	32.4	10.8	17.2	17.0	28.6	34.6	370,490	38,602	50,357	26,514	47,273	16,603	15,534
SUBURBAN TOTAL	230.5	.0938	34.8	12.1	16.7	21.8	27.9	82.5	2,018,592	490,539	150,264	296,471	94,041	418,458	67,444
VINELAND - MILLVILLE - BRIDGETON	**139.3**	**.0567**	**33.1**	**9.4**	**16.3**	**19.6**	**27.3**	**48.4**	**809,731**	**217,536**	**46,237**	**77,973**	**34,012**	**195,911**	**30,794**
Cumberland	139.3	.0567	33.1	9.4	16.3	19.6	27.3	48.4	809,731	217,536	46,237	77,973	34,012	195,911	30,794
• Bridgeton	19.3	.0079	32.2	10.4	14.9	16.0	29.8	7.0	151,352	28,840	11,588	2,477	3,337	41,723	9,623
• Millville	26.2	.0107	32.8	9.7	17.2	19.2	27.0	10.1	143,784	32,927	6,586	1,528	4,512	65,419	3,891
• Vineland	55.2	.0225	33.1	9.4	16.3	20.1	26.9	18.7	447,403	125,147	25,203	69,832	22,093	79,248	15,670
SUBURBAN TOTAL	38.6	.0156	33.7	8.8	16.0	21.1	26.8	12.6	67,192	30,622	2,860	4,136	4,070	9,521	1,610
OTHER COUNTIES															
☐ Burlington	395.6	.1611	31.6	11.5	17.9	22.0	21.9	133.9	2,407,468	425,623	211,126	317,066	115,645	772,838	58,679
☐ Camden	495.6	.2018	32.9	10.0	17.2	19.9	26.5	180.7	3,339,955	651,585	277,032	370,605	210,982	775,648	125,970
• Camden	83.5	.0340	28.1	11.0	18.0	16.1	23.5	29.3	214,409	53,473	26,072	8,226	6,144	8,313	21,488
Cherry Hill Township	71.9	.0293	36.5	8.3	13.3	26.2	26.6	24.3	960,736	100,706	67,408	150,779	71,453	311,528	23,559
Gloucester Township	50.6	.0206	30.3	10.4	22.0	20.7	18.9	17.8	125,737	49,563	10,353	7,136	2,406	6,319	4,533
☐ Gloucester	217.6	.0886	31.5	11.0	17.7	20.4	23.4	75.1	1,401,889	322,867	74,045	232,028	41,889	353,990	40,003
☐ Salem	68.1	.0277	33.7	9.1	16.1	19.9	28.0	24.7	250,304	52,004	19,070	12,513	14,278	69,604	10,641
☐ Warren	89.6	.0365	34.2	9.2	16.9	20.7	27.9	32.8	592,485	134,524	35,798	28,825	15,712	149,296	19,346
TOTAL METRO COUNTIES	7,728.6	3.1465	34.5	9.9	16.7	21.0	28.1	2,828.6	54,843,979	12,012,412	4,517,623	5,495,599	3,601,305	12,305,718	1,711,258
TOTAL STATE	7,728.6	3.1465	34.5	9.9	16.7	21.0	28.1	2,828.6	54,843,979	12,012,412	4,517,623	5,495,599	3,601,305	12,305,718	1,711,258

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N.J. EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**3,995,666**	**22,978**	**24.8**	**26.2**	**15.5**	**14.7**	**.1380**
Atlantic	2,701,244	23,548	23.7	25.7	16.5	14.9	.0934
• Atlantic City	386,645	14,986	28.2	20.7	9.6	7.4	.0176
Cape May	1,294,422	22,093	27.2	27.0	13.6	14.2	.0446
SUBURBAN TOTAL	3,609,021	24,412	24.4	26.9	16.4	15.8	.1204
BERGEN - PASSAIC	**24,463,152**	**38,147**	**14.2**	**20.7**	**18.9**	**35.5**	**.7058**
Bergen	17,689,159	42,604	12.4	19.3	19.[illegible]	41.1	.4992
Passaic	6,773,993	30,573	17.7	23.2	1[illegible].5	24.9	.2066
Clifton	1,381,003	34,170	16.8	23.2	20.2	28.5	.0396
Passaic	652,854	21,023	23.0	23.9	14.4	13.[illegible]	.0192
• Paterson	1,452,379	20,761	23.6	24.8	13.9	12.8	.0440
Wayne Township	976,496	48,924	8.2	17.7	20.8	48.2	.0381
SUBURBAN TOTAL	23,010,773	40,356	13.2	20.3	19.4	38.1	.6618
JERSEY CITY	**6,882,500**	**23,187**	**21.7**	**24.9**	**15.6**	**15.5**	**.2099**
Hudson	6,882,500	23,187	21.7	24.9	15.6	15.5	.2099
Bayonne	943,078	27,635	19.6	24.6	17.9	20.6	.0261
• Hoboken	448,313	19,479	24.6	24.3	12.7	11.8	.0135
• Jersey City	2,440,047	20,919	23.7	24.5	13.8	13.4	.0772
North Bergen Township	[illegible]18,909	27,105	18.4	25.0	18.6	18.3	.0199
Union City	615,281	20,314	25.3	25.5	14.1	11.0	.0203
SUBURBAN TOTAL	3,994,140	25,552	19.9	25.2	17.3	17.6	.1192
MIDDLESEX - SOMERSET - HUNTERDON	**17,687,470**	**41,378**	**11.9**	**20.6**	**21.2**	**38.3**	**.5007**
Hunterdon	1,854,235	42,701	11.2	20.3	21.0	40.4	.0502
Middlesex	11,261,527	39,844	12.5	21.2	21.7	35.8	.3211
Edison Township	1,587,546	43,686	9.2	21.9	22.6	40.8	.0463
• New Brunswick	525,877	23,638	23.5	24.7	15.2	17.0	.0169
Old Bridge Township	972,180	41,340	11.1	21.4	23.9	36.7	.0228
• Perth Amboy	503,310	25,033	20.2	23.6	17.3	18.1	.0153
Piscataway Township	739,363	43,111	10.4	20.7	24.6	38.8	.0166
Woodbridge Township	1,699,025	42,207	11.3	20.2	23.3	38.4	.0558
Somerset	4,571,708	45,947	10.4	18.9	19.6	44.8	.1294
SUBURBAN TOTAL	16,658,283	42,930	11.0	20.2	21.6	40.3	.4685
MONMOUTH - OCEAN	**16,620,174**	**33,725**	**17.8**	**23.1**	**18.7**	**29.4**	**.4749**
Monmouth	10,033,681	37,328	15.1	20.9	18.4	34.9	.2804
Middletown Township	1,370,869	47,762	9.4	16.7	19.9	46.7	.0327
Ocean	6,586,493	29,848	21.1	25.5	19.2	22.8	.1945
Brick Township	1,046,616	34,645	17.1	24.3	22.8	26.6	.0293
Dover Township	1,234,418	33,[illegible]6	18.9	23.4	20.0	27.5	.0436
SUBURBAN TOTAL	16,620,174	33,725	17.8	23.1	18.7	29.4	.4749
NEWARK	**32,697,510**	**35,056**	**15.1**	**21.2**	**18.0**	**32.2**	**.9046**
Essex	12,728,353	27,617	18.3	22.0	15.0	25.1	.3665

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N.J. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Bloomfield Township	842,134	34,605	16.5	24.1	19.8	~~29.6~~	~~.0237~~
East Orange	1,013,444	23,522	21.8	24.8	14.6	17.7	.0263
Irvington Township	813,770	25,225	19.7	26.7	16.7	17.4	.0235
● Newark	2,056,294	18,013	23.2	21.8	12.2	11.8	.0943
Morris	8,984,229	48,336	9.2	18.1	20.2	47.5	.2414
Parsippany Troy Hills Township	1,059,079	45,210	9.0	21.6	22.6	42.6	.0270
Sussex	2,202,479	39,873	11.9	22.6	23.6	34.7	.0563
Union	8,782,449	35,464	15.3	22.3	19.3	31.4	.2404
● Elizabeth	1,421,303	25,125	20.8	26.4	17.3	16.3	.0410
Plainfield	661,821	30,144	18.0	24.5	18.5	24.0	.0181
Union Township	887,601	36,735	15.5	22.3	20.3	32.0	.0287
SUBURBAN TOTAL	28,219,913	40,095	13.0	20.7	19.1	37.7	.7693
TRENTON	**5,751,022**	**36,457**	**15.4**	**21.1**	**18.3**	**33.7**	**.1626**
Mercer	5,751,022	36,457	15.4	21.1	18.3	33.7	.1626
Hamilton Township	1,541,882	39,263	13.2	22.0	22.2	34.7	.0432
● Trenton	1,159,135	23,481	22.5	24.1	15.4	16.8	.0329
SUBURBAN TOTAL	4,591,887	42,367	12.5	19.8	19.6	40.6	.1297

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
VINELAND - MILLVILLE - BRIDGETON	**1,690,423**	**25,871**	**21.3**	**27.7**	**17.3**	**17.0**	**.0534**
Cumberland	1,690,423	25,871	21.3	27.7	17.3	17.0	.0534
● Bridgeton	201,824	20,812	23.4	28.7	12.1	11.3	.0077
● Millville	354,288	27,562	19.8	28.6	18.8	16.8	.0105
● Vineland	686,122	26,879	21.4	27.3	17.9	18.6	.0239
SUBURBAN TOTAL	448,189	26,543	21.1	27.4	18.0	17.8	.0113
OTHER COUNTIES							
☐ Burlington	6,324,618	36,616	14.9	24.2	21.7	31.0	.1777
☐ Camden	7,161,586	29,888	18.4	24.5	18.4	23.7	.2171
● Camden	675,951	15,736	27.2	22.0	10.7	6.7	.0215
Cherry Hill Township	1,413,264	47,949	10.3	16.8	19.8	46.7	.0466
Gloucester Township	742,118	34,081	15.4	26.9	22.9	25.4	.0182
☐ Gloucester	2,892,859	31,687	17.7	26.4	23.1	20.6	.0900
☐ Salem	1,082,457	35,727	16.6	20.5	21.7	29.3	.0273
☐ Warren	1,261,043	30,183	18.7	28.2	20.8	20.2	.0385
TOTAL METRO COUNTIES	**128,510,480**	**34,021**	**16.3**	**22.4**	**18.7**	**29.9**	**3.7005**
TOTAL STATE	**128,510,480**	**34,021**	**16.3**	**22.4**	**18.7**	**29.9**	**3.7005**

New Mexico

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALBUQUERQUE	**486.5**	**.1981**	**30.6**	**12.3**	**20.1**	**20.2**	**20.9**	**186.7**
Bernalillo	486.5	.1981	30.6	12.3	20.1	20.2	20.9	186.7
● Albuquerque	373.0	.1519	30.9	12.4	20.4	20.1	21.7	148.5
SUBURBAN TOTAL	113.5	.0462	29.3	12.0	18.4	20.8	18.7	38.2
LAS CRUCES	**126.0**	**.0513**	**27.8**	**15.2**	**16.9**	**18.6**	**19.2**	**43.2**
Dona Ana	126.0	.0513	27.8	15.2	16.9	18.6	19.2	43.2
● Las Cruces	56.8	.0231	30.0	14.3	17.1	18.8	22.6	22.1
SUBURBAN TOTAL	69.2	.0282	26.0	15.9	16.9	18.4	16.4	21.1
SANTA FE	**109.6**	**.0447**	**31.9**	**8.9**	**19.8**	**22.8**	**21.1**	**41.9**
Los Alamos	19.5	.0080	35.2	5.7	15.9	30.2	20.3	7.4
Santa Fe	90.1	.0367	31.4	9.6	20.7	21.2	21.2	34.5
● Santa Fe	57.6	.0235	32.3	9.6	19.8	21.4	23.3	23.2
SUBURBAN TOTAL	52.0	.0212	31.5	8.2	19.7	24.4	18.7	18.7
OTHER COUNTIES								
Catron	2.8	.0011	33.5	8.0	15.9	19.5	28.1	.9
Chaves	57.2	.0233	33.4	10.1	14.6	17.8	29.9	21.4
Cibola	31.9	.0130	30.6	9.0	17.2	21.1	21.4	10.2
Colfax	14.0	.0057	32.3	9.1	15.6	17.9	28.0	5.2
Curry	43.8	.0178	29.0	12.9	17.2	18.6	21.1	16.1
De Baca	2.4	.0010	41.8	6.5	12.5	19.1	39.9	1.1
Eddy	53.8	.0219	32.0	9.8	15.7	17.8	27.6	19.1
Grant	27.3	.0111	30.8	9.6	16.1	18.7	24.6	9.4
Guadalupe	4.4	.0018	30.8	10.0	14.3	18.9	25.1	1.5
Harding	1.0	.0004	37.5	7.6	15.4	14.6	37.4	.4
Hidalgo	6.1	.0025	28.9	9.3	16.6	17.4	22.4	2.0
Lea	64.7	.0263	29.4	10.9	16.8	19.0	21.5	22.8
Lincoln	14.8	.0060	34.2	7.7	17.9	20.1	28.5	5.9
Luna	17.5	.0071	36.7	7.8	12.0	~~17.0~~	35.1	6.4
McKinley	71.6	.0292	24.4	11.8	17.5	17.9	13.7	20.1
Mora	4.8	.0019	32.5	9.0	14.1	16.3	30.2	1.5
Otero	50.6	.0206	28.3	13.8	18.4	20.1	17.5	17.4
Quay	11.5	.0047	35.3	7.7	14.0	18.7	31.7	4.5
Rio Arriba	33.5	.0136	28.5	10.6	16.6	18.7	20.5	10.9
Roosevelt	16.3	.0067	30.2	17.6	14.4	16.5	26.6	6.2
Sandoval	49.1	.0200	30.6	9.2	17.3	18.8	23.6	15.5
San Juan	98.9	.0402	26.8	11.8	18.2	19.0	16.1	32.2
San Miguel	25.3	.0103	30.3	12.1	16.4	17.8	24.4	8.6
Sierra	9.5	.0039	50.7	5.5	8.6	15.6	50.8	4.2
Socorro	14.1	.0057	28.1	13.9	16.5	17.6	20.9	4.6
Taos	21.1	.0086	30.6	8.7	18.3	20.5	21.4	7.4
Torrance	9.4	.0038	32.4	8.1	16.1	18.8	27.0	3.3
Union	5.0	.0021	36.9	7.3	13.0	19.3	33.4	1.9
Valencia	40.5	.0165	28.2	10.9	17.5	19.5	18.7	14.2
TOTAL METRO COUNTIES	**722.1**	**.2941**	**30.4**	**12.3**	**19.4**	**20.4**	**20.6**	**271.8**
TOTAL STATE	**1,525.0**	**.6209**	**30.0**	**11.5**	**18.0**	**19.3**	**21.5**	**546.7**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**3,040,143**	**642,379**	**345,558**	**370,593**	**181,044**	**691,213**	**90,003**
Bernalillo	3,040,143	642,379	345,558	370,593	181,044	691,213	90,003
● Albuquerque	2,820,787	549,715	318,089	364,088	173,476	676,721	79,442
SUBURBAN TOTAL	219,356	92,664	27,469	6,505	7,568	14,492	10,561
LAS CRUCES	**601,099**	**112,315**	**57,580**	**81,642**	**25,660**	**130,642**	**19,276**
Dona Ana	601,099	112,315	57,580	81,642	25,660	130,642	19,276
● Las Cruces	526,550	102,395	47,710	78,678	24,137	126,533	17,739
SUBURBAN TOTAL	74,549	9,920	9,870	2,964	1,523	4,109	1,537
SANTA FE	**721,353**	**144,589**	**75,858**	**59,784**	**35,280**	**156,767**	**36,616**
Los Alamos	63,349	19,154	6,177	6,048	1,280	2,389	1,795
Santa Fe	658,004	125,435	69,681	53,736	34,000	154,378	34,821
● Santa Fe	619,844	120,526	63,474	53,125	32,382	147,123	31,533
SUBURBAN TOTAL	101,509	24,063	12,384	6,659	2,898	9,644	5,083
OTHER COUNTIES							
Catron	5,402	1,297	531		252	426	
Chaves	450,506	102,577	38,717	35,508	22,086	96,456	8,363
Cibola	93,144	30,604	9,835	13,457	3,887	13,222	3,550
Colfax	88,061	18,815	9,916	7,350	1,460	13,666	2,746
Curry	273,747	48,664	22,526	30,242	16,320	78,352	7,246
De Baca	10,225	4,791	1,200		234	1,212	528
Eddy	411,227	100,306	22,327	43,846	17,778	102,825	10,583
Grant	104,050	32,659	7,118	7,842	3,140	24,039	4,410
Guadalupe	50,569	7,039	6,856	1,348	447	2,010	420
Harding	3,842	425	163	182	98	2,158	
Hidalgo	31,713	8,520	2,008	457	52	4,318	99
Lea	478,462	116,879	39,214	28,376	19,468	115,429	11,649
Lincoln	129,763	32,676	14,920	12,364	3,164	22,011	514
Luna	78,011	25,023	3,661	7,324	824	14,340	2,322
McKinley	350,823	88,125	36,674	45,395	13,361	49,064	7,396
Mora	6,998	1,843	268	1,444	783	276	
Otero	247,785	42,578	21,436	17,721	14,761	81,125	6,175
Quay	86,636	21,646	14,247	11,635	1,692	15,189	1,896
Rio Arriba	85,425	26,123	8,225	8,608	1,410	14,303	818
Roosevelt	85,510	18,715	11,027	4,856	1,625	29,850	4,280
Sandoval	67,312	26,518	7,384	9,286	995	2,401	856
San Juan	547,844	127,670	46,312	52,374	18,852	137,110	11,323
San Miguel	93,182	26,305	8,828	11,614	2,072	13,496	2,823
Sierra	38,778	10,949	8,031	4,453	309	5,523	1,866
Socorro	55,841	15,774	5,402	5,361	663	18,300	713
Taos	125,713	34,715	19,378	10,423	1,899	16,489	2,863
Torrance	32,345	5,287	2,049	572	197	11,532	668
Union	18,894	4,068	2,887	1,531	980	1,888	302
Valencia	146,357	55,973	6,770	13,091	2,133	44,499	3,354
TOTAL METRO COUNTIES	**4,362,595**	**899,283**	**478,996**	**512,019**	**241,984**	**978,622**	**145,895**
TOTAL STATE	**8,560,760**	**1,935,847**	**856,906**	**898,679**	**392,926**	**1,910,131**	**243,658**

N.M.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA **County** City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBUQUERQUE	**5,551,585**	**22,203**	**25.8**	**27.0**	**15.3**	**12.5**	**.1854**
Bernalillo	5,551,585	22,203	25.8	27.0	15.3	12.5	.1854
• Albuquerque	4,435,101	22,619	25.3	27.3	15.6	12.7	.1544
SUBURBAN TOTAL	1,116,484	20,747	27.9	26.5	13.8	11.5	.0310
LAS CRUCES	**1,083,401**	**17,214**	**28.7**	**24.4**	**9.8**	**9.2**	**.0388**
Dona Ana	1,083,401	17,214	28.7	24.4	9.8	9.2	.0388
• Las Cruces	564,987	18,568	25.7	25.6	11.6	9.9	.0237
SUBURBAN TOTAL	518,414	16,005	31.9	23.3	7.8	8.5	.0151
SANTA FE	**1,529,300**	**27,778**	**20.6**	**25.3**	**17.6**	**21.0**	**.0466**
Los Alamos	391,494	47,034	8.1	17.9	24.1	45.2	.0089
Santa Fe	1,137,806	24,271	23.3	26.8	16.3	15.8	.0377
• Santa Fe	770,611	24,511	23.3	25.4	16.9	16.6	.0288
SUBURBAN TOTAL	758,689	31,927	17.3	25.1	18.6	26.5	.0178
OTHER COUNTIES							
Catron	17,909	14,194	32.0	22.6	8.2	2.8	.0006
Chaves	585,598	19,139	28.7	25.5	12.5	10.0	.0225
Cibola	292,665	23,592	21.9	29.7	17.9	10.5	.0090
Colfax	118,314	16,904	28.1	26.5	10.4	5.8	.0046
Curry	407,284	17,787	31.6	25.8	10.4	7.6	.0153
De Baca	21,852	13,674	32.9	19.7	6.6	5.3	.0007
Eddy	514,651	20,798	26.1	30.1	12.9	8.9	.0205
Grant	281,903	24,856	19.9	27.4	20.3	11.2	.0086
Guadalupe	24,596	11,808	31.7	17.5	3.9	3.4	.0018
Harding	6,630	12,222	37.2	14.0	4.5	4.0	.0003
Hidalgo	40,703	15,158	29.1	29.4	8.2	1.8	.0017
Lea	738,798	26,931	19.4	30.7	19.1	13.6	.0260
Lincoln	157,944	19,134	27.1	27.3	14.0	10.0	.0062
Luna	121,156	12,878	31.2	19.4	6.8	4.4	.0049
McKinley	362,307	12,977	25.7	22.2	7.4	3.6	.0184
Mora	23,971	11,000	27.3	20.8	4.4	1.3	.0008
Otero	496,144	21,230	30.0	28.8	14.5	10.0	.0167
Quay	112,198	18,598	26.1	25.2	11.1	9.9	.0043
Rio Arriba	196,737	13,614	29.6	22.9	6.9	2.5	.0075
Roosevelt	131,103	13,594	26.6	20.2	8.7	6.1	.0050
Sandoval	471,944	23,515	24.8	29.2	16.5	12.9	.0127
San Juan	889,570	22,525	21.1	28.9	16.0	10.3	.0326
San Miguel	158,684	12,928	30.9	19.6	7.2	3.2	.0064
Sierra	76,271	13,071	31.8	19.0	6.1	4.1	.0028
Socorro	89,265	13,828	34.1	19.8	7.4	3.5	.0036
Taos	158,306	15,177	30.1	22.5	8.2	6.0	.0067
Torrance	63,409	14,293	35.0	18.7	7.5	4.2	.0024
Union	44,171	15,000	29.3	21.9	6.7	8.5	.0014
Valencia	372,827	20,081	27.8	27.0	14.7	8.5	.0120
TOTAL METRO COUNTIES	**8,164,286**	**22,065**	**25.4**	**26.5**	**14.8**	**13.3**	**.2708**
TOTAL STATE	**15,141,196**	**20,382**	**25.9**	**26.3**	**13.7**	**10.8**	**.5268**

New York

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
ALBANY - SCHENECTADY - TROY	**853.8**	**.3476**	**33.7**	**11.1**	**16.9**	**18.9**	**29.0**	**321.5**
Albany	287.2	.1169	33.7	12.7	17.7	18.0	29.7	111.8
• Albany	98.9	.0403	32.9	17.0	18.1	14.3	31.8	41.5
Greene	43.2	.0175	37.0	9.2	14.4	19.1	33.7	16.5
Montgomery	53.0	.0216	37.2	8.3	15.3	17.2	35.5	20.2
Rensselaer	154.9	.0631	32.7	12.4	16.3	18.4	27.8	55.8
• Troy	55.0	.0224	31.1	18.1	15.4	14.8	29.2	20.5
Saratoga	165.0	.0672	31.7	9.9	18.1	21.4	22.6	58.5
Schenectady	150.5	.0613	35.9	9.6	16.2	18.9	32.3	58.7
• Schenectady	67.5	.0275	34.4	12.3	17.3	15.2	33.7	28.7
SUBURBAN TOTAL	632.4	.2574	34.0	9.5	16.8	20.3	28.1	230.8
BINGHAMTON	**267.0**	**.1087**	**33.7**	**11.6**	**15.9**	**19.7**	**28.2**	**98.7**
Broome	214.1	.0872	34.0	12.2	15.8	19.0	29.5	80.2
• Binghamton	53.9	.0219	36.4	12.6	16.0	15.2	36.2	22.7
Tioga	52.9	.0215	32.2	9.0	16.0	22.6	22.9	18.5
SUBURBAN TOTAL	213.1	.0868	33.1	11.3	15.9	20.8	26.1	76.0
BUFFALO	**970.3**	**.3950**	**34.4**	**11.0**	**16.1**	**19.1**	**29.8**	**359.2**
Erie	970.3	.3950	34.4	11.0	16.1	19.1	29.8	359.2
• Buffalo	332.2	.1352	33.8	12.5	16.5	15.9	32.1	136.6
SUBURBAN TOTAL	638.1	.2598	34.6	10.2	15.7	20.8	28.7	222.6

RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**5,678,644**	**1,384,714**	**422,372**	**537,581**	**303,287**	**1,286,635**	**219,702**
Albany	2,746,819	487,426	207,363	291,935	188,555	704,790	85,866
• Albany	762,525	163,527	74,655	30,903	42,557	259,663	36,502
Greene	232,842	74,663	13,879	13,303	5,151	49,928	7,527
Montgomery	264,228	72,276	16,561	25,189	7,955	46,129	15,695
Rensselaer	638,143	230,077	50,863	31,081	18,076	139,468	34,483
• Troy	255,188	89,374	28,706	6,109	12,715	50,269	22,495
Saratoga	764,721	230,133	71,884	68,126	26,396	146,230	26,631
Schenectady	1,031,891	290,139	61,822	107,947	57,154	200,090	49,500
• Schenectady	535,720	154,541	37,074	45,350	32,253	122,747	29,756
SUBURBAN TOTAL	4,125,211	977,272	281,937	455,219	215,762	853,956	130,949
BINGHAMTON	**1,557,912**	**379,864**	**125,585**	**172,438**	**77,096**	**349,740**	**74,929**
Broome	1,404,203	325,682	117,809	162,926	74,672	314,306	70,147
• Binghamton	459,210	112,650	43,110	22,169	31,510	131,470	26,763
Tioga	153,709	54,182	7,776	9,512	2,424	35,434	4,782
SUBURBAN TOTAL	1,098,702	267,214	82,475	150,269	45,586	218,270	48,166
BUFFALO	**5,762,669**	**1,575,306**	**572,568**	**610,007**	**290,663**	**1,217,433**	**288,594**
Erie	5,762,669	1,575,306	572,568	610,007	290,663	1,217,433	288,594
• Buffalo	1,459,953	497,436	188,769	79,804	67,225	222,371	92,062
SUBURBAN TOTAL	4,302,716	1,077,870	383,799	530,203	223,438	995,062	196,532

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N.Y. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,188.3***	***.4838***	***34.2***	***11.0***	***15.9***	***19.1***	***29.7***	***439.6***	***6,860,857***	***1,884,428***	***674,132***	***746,038***	***329,461***	***1,444,987***	***343,073***
ELMIRA	**93.7**	**.0381**	**33.7**	**10.8**	**15.7**	**18.4**	**29.6**	**34.1**	**580,210**	**119,162**	**47,903**	**112,231**	**20,781**	**129,021**	**26,476**
Chemung	93.7	.0381	33.7	10.8	15.7	18.4	29.6	34.1	580,210	119,162	47,903	112,231	20,781	129,021	26,476
• Elmira	33.5	.0136	31.8	15.4	15.2	14.4	30.8	12.3	237,491	63,989	21,059	8,747	10,097	72,526	15,797
SUBURBAN TOTAL	60.2	.0245	34.7	8.3	16.0	20.6	28.9	21.8	342,719	55,173	26,844	103,484	10,684	56,495	10,679
GLENS FALLS	**115.1**	**.0469**	**33.3**	**9.4**	**15.9**	**19.4**	**27.9**	**40.6**	**755,360**	**200,736**	**63,261**	**73,875**	**19,175**	**157,846**	**33,584**
Warren	57.3	.0234	33.5	9.3	16.2	19.0	28.5	20.9	544,509	131,311	44,982	65,680	15,699	121,821	22,106
• Glens Falls	16.6	.0068	33.1	10.3	17.3	15.7	31.0	6.6	320,936	83,421	13,505	50,655	10,390	87,681	11,377
Washington	57.8	.0235	33.1	9.4	15.5	19.8	27.3	19.7	210,851	69,425	18,279	8,195	3,476	36,025	11,478
SUBURBAN TOTAL	98.5	.0401	33.3	9.2	15.7	20.0	27.3	34.0	434,424	117,315	49,756	23,220	8,785	70,165	22,207
NASSAU - SUFFOLK	**2,661.7**	**1.0836**	**34.3**	**9.7**	**15.7**	**22.3**	**26.5**	**868.8**	**21,824,947**	**4,787,584**	**1,591,941**	**2,273,551**	**1,523,686**	**4,378,001**	**632,994**
Nassau	1,328.3	.5408	36.4	9.9	14.9	21.6	30.5	444.2	12,813,207	2,630,525	980,044	1,407,288	1,034,538	2,422,517	327,108
Hempstead	42.6	.0173	32.4	10.6	18.4	21.1	24.1	15.3	549,715	66,259	18,189	47,207	47,350	238,669	6,023
Suffolk	1,333.4	.5428	32.3	9.5	16.5	23.0	22.5	424.6	9,011,740	2,157,059	611,897	866,263	489,148	1,955,484	305,886
SUBURBAN TOTAL	2,661.7	1.0836	34.3	9.7	15.7	22.3	26.5	868.8	21,824,947	4,787,584	1,591,941	2,273,551	1,523,686	4,378,001	632,994

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N.Y. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
NEW YORK	**8,528.2**	**3.4719**	**34.9**	**9.6**	**17.9**	**20.7**	**29.1**	**3,414.9**	**47,732,464**	**9,939,700**	**6,030,309**	**5,353,368**	**3,621,330**	**6,354,498**	**1,824,195**
Bronx	1,193.8	.4860	33.1	10.3	16.2	19.5	27.4	454.1	2,840,873	894,159	222,991	171,373	205,870	429,216	142,743
Kings	2,296.2	.9348	33.3	10.0	17.1	19.2	27.9	888.6	7,981,253	2,178,324	519,324	733,038	621,684	1,162,150	382,102
New York (Manhattan)	1,487.1	.6054	36.3	9.5	22.6	22.8	29.4	760.3	18,458,135	2,364,579	3,644,411	2,591,301	1,677,604	988,600	637,526
• New York City	7,304.3	2.9738	34.8	9.8	18.1	20.3	29.3	2,979.2	38,349,184	7,791,342	5,333,577	4,273,343	3,051,821	4,329,074	1,546,726
Putnam	84.0	.0342	32.9	7.9	17.3	24.6	21.8	28.2	357,487	89,210	17,492	17,378	13,138	97,956	16,556
Queens	1,945.7	.7921	37.1	9.2	17.0	20.2	32.9	747.5	7,524,448	1,935,250	837,998	598,578	460,759	1,461,173	329,962
Richmond	381.5	.1553	32.8	9.5	18.2	21.8	24.3	128.7	1,544,475	419,030	108,853	179,053	85,904	287,935	54,393
Rockland	273.5	.1114	33.5	9.2	15.6	25.3	22.3	86.6	1,556,737	353,306	147,802	163,918	66,289	409,875	54,901
Westchester	866.4	.3527	36.8	9.1	15.7	22.2	30.7	320.9	7,469,056	1,705,842	531,438	898,729	490,082	1,517,593	206,012
Mount Vernon	67.6	.0275	36.2	9.1	16.3	20.1	31.7	26.8	389,710	89,237	13,475	6,206	14,859	80,698	17,814
New Rochelle	70.5	.0287	37.8	9.8	15.9	20.7	33.4	26.9	574,463	87,379	39,771	53,622	42,826	197,339	14,278
• White Plains	45.3	.0184	38.6	8.8	17.0	21.2	34.2	19.1	1,169,736	157,379	71,964	363,227	82,622	185,311	18,136
Yonkers	188.4	.0767	36.8	10.0	16.8	19.0	33.5	73.8	1,235,966	333,481	71,701	188,547	94,694	203,160	38,371
SUBURBAN TOTAL	1,178.6	.4797	35.6	9.0	15.8	23.1	28.0	416.6	8,213,544	1,990,979	624,768	716,798	486,887	1,840,113	259,333
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,999.8***	***7.3281***	***34.8***	***9.7***	***16.9***	***21.2***	***28.5***	***6,772.2***	***120,573,590***	***25,809,670***	***11,806,555***	***12,714,016***	***8,609,747***	***21,892,418***	***3,958,854***
NIAGARA FALLS	**218.0**	**.0888**	**33.7**	**10.8**	**16.0**	**18.9**	**29.0**	**80.4**	**1,098,188**	**309,122**	**101,564**	**136,031**	**38,798**	**227,554**	**54,479**
Niagara	218.0	.0888	33.7	10.8	16.0	18.9	29.0	80.4	1,098,188	309,122	101,564	136,031	38,798	227,554	54,479
• Niagara Falls	65.1	.0265	35.1	11.4	15.2	15.7	34.4	26.0	331,687	105,663	42,731	36,724	9,338	43,074	18,252
SUBURBAN TOTAL	152.9	.0623	33.2	10.6	16.1	20.3	26.8	54.4	766,501	203,459	58,833	99,307	29,460	184,480	36,227
ORANGE COUNTY	**284.4**	**.1158**	**32.3**	**10.1**	**17.0**	**21.0**	**24.4**	**94.4**	**1,810,809**	**474,374**	**104,092**	**226,384**	**92,812**	**368,622**	**56,204**
Orange	284.4	.1158	32.3	10.1	17.0	21.0	24.4	94.4	1,810,809	474,374	104,092	226,384	92,812	368,622	56,204
SUBURBAN TOTAL	284.4	.1158	32.3	10.1	17.0	21.0	24.4	94.4	1,810,809	474,374	104,092	226,384	92,812	368,622	56,204
POUGHKEEPSIE	**260.5**	**.1061**	**33.5**	**10.7**	**17.2**	**22.2**	**25.2**	**89.0**	**1,575,301**	**420,127**	**116,663**	**168,943**	**70,183**	**328,418**	**53,250**
Dutchess	260.5	.1061	33.5	10.7	17.2	22.2	25.2	89.0	1,575,301	420,127	116,663	168,943	70,183	328,418	53,250
• Poughkeepsie	30.7	.0125	34.8	11.1	17.2	18.7	33.0	13.3	376,201	70,032	29,067	1,415	13,524	104,952	13,766
SUBURBAN TOTAL	229.8	.0936	33.3	10.6	17.1	23.0	24.1	75.7	1,199,100	350,095	87,596	167,528	56,659	223,466	39,484
ROCHESTER	**996.1**	**.4055**	**32.5**	**11.4**	**17.8**	**19.8**	**25.8**	**367.7**	**6,299,533**	**1,513,201**	**584,803**	**618,360**	**338,722**	**1,585,196**	**268,301**
Livingston	60.7	.0247	31.1	15.1	16.1	19.3	24.4	20.0	241,921	73,225	27,565	11,387	4,707	52,129	6,721
Monroe	711.2	.2895	32.6	11.6	18.0	19.8	25.9	269.2	5,053,454	1,198,093	474,605	488,361	304,819	1,306,459	213,200
• Rochester	240.5	.0979	31.6	12.6	19.8	15.5	27.8	99.7	1,395,501	292,707	174,944	83,123	104,855	336,751	72,787
Ontario	93.1	.0379	32.8	10.9	17.5	19.7	26.4	32.9	604,518	126,366	56,856	92,484	18,159	126,338	27,130
Orleans	40.5	.0165	33.3	9.6	15.9	19.5	27.8	14.0	120,574	40,385	11,040	2,460	3,942	23,001	8,547
Wayne	90.6	.0369	32.5	8.9	17.1	21.2	24.5	31.6	279,066	75,132	14,737	23,668	7,095	77,269	12,703
SUBURBAN TOTAL	755.6	.3076	32.9	11.0	17.2	21.2	25.1	268.0	4,904,032	1,220,494	409,859	535,237	233,867	1,248,445	195,514
SYRACUSE	**651.0**	**.2650**	**31.7**	**12.7**	**17.1**	**18.9**	**25.5**	**235.3**	**3,979,453**	**1,021,378**	**359,745**	**387,262**	**210,733**	**930,385**	**182,180**
Madison	67.8	.0276	30.4	15.1	15.4	18.8	24.1	22.3	248,879	65,002	33,552	11,196	6,708	63,548	14,101
Onondaga	462.1	.1881	32.3	12.2	17.3	19.0	26.4	171.9	3,218,631	806,052	282,206	334,303	190,128	754,958	140,387
• Syracuse	161.3	.0657	31.7	16.6	17.6	[illegible]	29.7	66.3	1,085,165	263,461	102,210	60,381	101,273	323,506	39,214
Oswego	121.1	.0493	30.1	13.3	16.3	18.6	23.3	41.1	511,943	150,324	43,987	41,763	13,897	111,879	27,692
SUBURBAN TOTAL	489.7	.1993	31.7	11.4	16.7	20.4	24.2	169.0	2,894,288	757,917	257,535	326,881	109,460	606,879	142,966
UTICA - ROME	**321.7**	**.1310**	**34.4**	**10.4**	**15.3**	**18.5**	**30.6**	**115.8**	**1,760,581**	**443,823**	**137,353**	**172,735**	**84,929**	**367,495**	**99,499**
Herkimer	68.0	.0277	34.8	9.6	14.8	18.4	31.4	24.5	285,703	80,678	21,542	38,187	12,848	46,841	18,819

BUYING POWER

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- the highest disposable income per household
- the highest percentage of households with $50,000 or more income
- the highest retail sales per household of the top 50 markets.

Newsday

76% Readership in America's Richest Market

Source: Survey of Buying Power 1987

N.Y. (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Oneida	253.7	.1033	34.3	10.6	15.3	18.5	30.4	91.3	1,474,878	363,145	115,811	134,548	72,081	320,654	80,680
• Rome	43.2	.0176	32.0	12.0	17.3	17.6	27.2	15.5	270,349	71,100	20,684	32,840	10,251	56,410	17,538
• Utica	71.6	.0292	36.9	11.4	14.9	15.6	36.5	28.4	440,379	125,805	39,230	33,625	21,497	61,374	29,116
SUBURBAN TOTAL	206.9	.0842	34.3	9.6	15.0	19.7	29.3	71.9	1,049,853	246,918	77,439	106,270	53,181	249,711	52,845
OTHER COUNTIES															
Allegany	52.8	.0215	29.8	17.3	14.1	17.2	25.4	17.5	175,455	61,953	15,366	9,941	4,354	45,772	7,441
Cattaraugus	87.1	.0354	32.5	11.0	15.6	18.1	28.0	30.6	418,473	111,892	44,256	52,142	16,056	89,818	14,864
Cayuga	83.0	.0338	33.2	9.8	16.6	18.2	28.8	28.8	360,804	93,459	26,581	35,712	7,930	94,875	13,286
Chautauqua	147.2	.0600	34.4	10.9	15.1	18.4	30.7	54.7	696,672	198,146	69,846	71,130	25,725	160,207	30,907
Chenango	52.7	.0215	33.3	8.9	15.6	19.6	27.7	18.7	227,622	71,252	15,010	16,074	5,380	58,187	11,394
Clinton	83.8	.0341	29.1	16.8	18.1	19.1	20.2	26.8	431,703	90,415	36,319	42,874	16,438	96,412	18,969
Columbia	62.3	.0253	36.4	8.0	15.7	19.7	32.3	23.2	284,082	86,309	19,305	13,922	9,677	48,447	8,460
Cortland	48.4	.0198	30.1	16.9	15.5	17.9	24.5	16.7	236,272	57,278	30,178	10,781	8,720	60,605	16,807
Delaware	49.3	.0200	34.9	11.0	14.5	18.6	31.3	17.6	263,552	84,933	21,186	19,905	5,664	44,938	13,494
Essex	38.1	.0155	35.1	8.7	15.5	19.1	31.0	14.2	167,436	55,186	19,794	12,028	1,859	23,465	5,107
Franklin	45.9	.0187	32.5	11.1	14.9	18.1	28.2	15.9	220,612	61,185	14,048	13,797	5,213	35,325	15,978
Fulton	56.3	.0229	35.1	8.6	15.3	18.2	31.9	21.1	253,096	64,124	15,337	16,656	8,061	68,463	17,838
Genesee	61.2	.0250	33.0	9.6	16.2	19.6	27.2	21.4	272,333	73,682	28,968	18,598	17,083	58,499	13,657
Hamilton	5.5	.0023	39.6	6.9	12.5	20.3	36.4	1.9	15,432	5,471	2,549	1,224	439	1,900	
Jefferson	93.6	.0381	33.1	9.7	15.5	18.3	28.7	33.3	556,521	130,073	45,302	63,217	22,195	126,734	33,040
Lewis	25.9	.0106	31.4	9.7	15.3	18.2	26.2	8.8	71,555	24,135	6,942	4,521	2,146	14,915	5,032
Otsego	60.4	.0246	32.9	16.4	14.5	17.2	29.7	21.4	298,176	71,858	26,623	23,241	4,369	85,145	13,674
St. Lawrence	114.8	.0467	30.0	15.9	14.7	17.8	24.8	37.6	473,207	117,402	42,980	31,596	19,193	116,302	40,023
Schoharie	32.3	.0131	32.7	14.3	14.5	18.3	28.4	10.9	130,238	42,185	7,725	8,400	4,343	25,476	3,894
Schuyler	18.4	.0075	33.7	9.0	15.6	19.6	28.3	6.4	47,837	12,815	4,045	167	377	16,096	2,034
Seneca	34.1	.0139	34.2	10.2	15.8	19.6	29.2	11.9	132,396	40,525	8,898	5,563	4,193	38,072	7,776
Steuben	99.7	.0406	34.1	8.9	15.4	19.4	29.3	36.4	448,687	125,417	42,471	36,345	14,755	94,369	25,782
Sullivan	68.1	.0278	35.9	9.4	16.2	19.2	32.0	24.9	398,910	113,771	26,038	45,781	6,044	80,264	11,029
Tompkins	90.6	.0369	27.4	25.6	19.8	15.9	19.1	31.6	497,307	127,166	54,013	46,526	28,434	102,594	17,925
Ulster	166.9	.0679	34.1	10.4	17.2	20.5	27.9	61.5	946,178	243,081	87,629	96,506	24,052	186,867	29,547
Wyoming	41.8	.0170	32.3	9.7	18.3	20.0	25.1	13.6	166,637	46,761	15,871	6,125	7,203	47,814	7,250
Yates	22.3	.0091	34.6	10.1	15.3	18.3	31.0	8.6	74,400	19,004	9,517	4,107	1,081	17,179	4,237
TOTAL METRO COUNTIES	16,221.5	6.6040	34.3	10.1	17.2	20.6	28.2	6,120.4	100,416,071	22,569,091	10,258,159	10,842,766	6,692,195	17,680,844	3,814,387
TOTAL STATE	17,964.0	7.3136	34.2	10.3	17.0	20.4	28.2	6,736.4	108,681,664	24,798,569	10,994,956	11,549,645	6,963,179	19,519,584	4,203,832

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N.Y.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**12,164,918**	**28,376**	**20.3**	**26.4**	**19.3**	**19.2**	**.3701**
Albany	4,470,074	29,334	19.7	25.2	19.0	22.4	.1465
• Albany	1,388,798	21,893	25.3	24.4	14.1	15.4	.0445
Greene	517,599	22,885	25.0	27.4	16.7	12.1	.0162
Montgomery	632,013	23,511	24.3	28.8	17.8	11.3	.0194
Rensselaer	2,014,119	27,359	20.4	26.6	19.4	17.8	.0566
• Troy	630,519	20,782	25.3	24.9	14.3	12.4	.0193
Saratoga	2,363,848	32,025	18.0	26.7	22.0	22.9	.0653
Schenectady	2,167,265	27,614	20.8	27.1	18.3	19.0	.0661
• Schenectady	868,405	21,757	25.7	27.2	14.8	11.7	.0295
SUBURBAN TOTAL	9,277,196	31,252	18.3	26.8	21.2	22.3	.2768
BINGHAMTON	**3,709,998**	**27,941**	**21.6**	**26.7**	**18.6**	**19.8**	**.1099**
Broome	2,940,189	27,127	22.1	27.2	18.5	18.3	.0906
• Binghamton	698,593	20,541	28.1	25.0	14.1	12.0	.0242
Tioga	769,809	31,823	19.5	24.8	18.9	26.2	.0193
SUBURBAN TOTAL	3,011,405	30,358	19.6	27.4	19.9	22.1	.0857

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BUFFALO	**12,389,541**	**26,341**	**20.4**	**27.1**	**19.1**	**15.6**	**.3844**
Erie	12,389,541	26,341	20.4	27.1	19.1	15.6	.3844
• Buffalo	3,676,043	18,143	25.4	24.5	12.7	9.0	.1128
SUBURBAN TOTAL	8,713,498	31,303	17.5	28.5	23.0	19.7	.2716
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***15,068,894***	***26,343***	***20.4***	***27.5***	***19.3***	***15.2***	***.4655***
ELMIRA	**1,055,372**	**23,102**	**25.1**	**29.7**	**16.2**	**11.1**	**.0354**
Chemung	1,055,372	23,102	25.1	29.7	16.2	11.1	.0354
• Elmira	320,636	18,774	27.3	28.1	11.8	7.0	.0124
SUBURBAN TOTAL	734,736	25,738	23.8	30.6	18.7	13.5	.0230
GLENS FALLS	**1,341,469**	**24,686**	**23.7**	**29.5**	**17.5**	**13.4**	**.0451**
Warren	714,591	24,877	23.5	28.7	16.7	15.3	.0265
• Glens Falls	206,758	23,099	24.0	28.0	17.2	11.4	.0108
Washington	626,878	24,482	24.0	30.1	18.4	11.4	.0186
SUBURBAN TOTAL	1,134,711	24,988	23.7	29.8	17.6	13.7	.0343
NASSAU - SUFFOLK	**50,659,415**	**45,412**	**11.1**	**17.7**	**20.4**	**44.0**	**1.4313**

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	Circulation	Market Penetration	Circulation	Market Penetration
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1988	96,063	67%	82,834	58%

source: ABC FAS-FAX March, 1988

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N.Y. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Nassau	28,469,871	49,790	9.6	15.8	18.7	49.7	.8014
Hempstead	697,619	33,063	16.5	23.4	16.6	31.2	.0250
Suffolk	22,189,544	41,515	12.6	19.9	22.0	38.0	.6299
SUBURBAN TOTAL	50,659,415	45,412	11.1	17.7	20.4	44.0	1.4313
NEW YORK	**130,686,482**	**25,283**	**20.4**	**22.9**	**15.4**	**20.9**	**3.6612**
Bronx	11,969,078	17,347	24.9	22.6	11.8	9.8	.3393
Kings	26,891,740	20,496	23.6	23.3	13.8	13.7	.7618
New York (Manhattan)	33,475,214	25,751	19.7	22.0	13.7	23.9	1.0020
• New York City	105,934,064	23,526	21.4	23.6	15.0	18.0	2.9932
Putnam	1,454,534	42,672	12.3	18.7	23.2	38.7	.0364
Queens	27,859,392	27,872	19.8	25.9	18.3	20.2	.7394
Richmond	5,738,640	36,133	14.1	22.2	22.8	29.1	.1506
Rockland	5,202,333	48,443	10.5	15.9	19.0	48.1	.1337
Westchester	18,095,551	40,112	13.7	19.6	17.5	39.0	.4980
Mount Vernon	1,075,055	28,480	19.6	22.3	16.2	25.3	.0299
New Rochelle	1,430,004	36,325	15.5	20.8	17.0	34.8	.0392
• White Plains	991,233	35,320	15.5	21.9	16.4	34.1	.0419
Yonkers	3,298,270	33,584	16.7	22.0	18.8	29.3	.0908
SUBURBAN TOTAL	23,761,185	42,304	12.8	18.7	18.3	41.1	.6261
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***301,407,033***	***31,556***	***17.3***	***21.7***	***17.2***	***28.2***	***8.5119***
NIAGARA FALLS	**2,679,353**	**26,350**	**20.3**	**29.6**	**20.2**	**13.2**	**.0811**
Niagara	2,679,353	26,350	20.3	29.6	20.2	13.2	.0811
• Niagara Falls	756,028	22,125	23.0	28.0	16.4	9.8	.0235
SUBURBAN TOTAL	1,923,325	28,310	19.1	30.3	22.0	14.8	.0576
ORANGE COUNTY	**3,772,122**	**30,665**	**18.1**	**25.8**	**21.1**	**21.5**	**.1173**
Orange	3,772,122	30,665	18.1	25.8	21.1	21.5	.1173
SUBURBAN TOTAL	3,772,122	30,665	18.1	25.8	21.1	21.5	.1173
POUGHKEEPSIE	**4,107,304**	**35,920**	**15.9**	**22.4**	**21.5**	**30.0**	**.1159**
Dutchess	4,107,304	35,920	15.9	22.4	21.5	30.0	.1159
• Poughkeepsie	452,320	22,483	24.5	22.0	15.4	16.8	.0169
SUBURBAN TOTAL	3,654,984	37,927	14.4	22.6	22.5	32.3	.0990
ROCHESTER	**14,581,278**	**30,698**	**18.0**	**25.8**	**20.6**	**22.2**	**.4308**
Livingston	696,773	26,771	21.6	29.9	20.1	14.4	.0205
Monroe	10,887,482	31,288	17.3	25.0	20.5	23.5	.3259
• Rochester	2,999,774	21,539	23.2	26.2	15.3	11.7	.0935
Ontario	1,195,303	28,416	20.6	29.8	20.9	16.1	.0379
Orleans	508,459	28,581	21.4	26.0	20.9	18.5	.0135
Wayne	1,293,261	32,417	17.6	25.3	21.6	24.2	.0330
SUBURBAN TOTAL	11,581,504	34,265	16.1	25.5	22.6	26.1	.3373

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SYRACUSE	**8,951,038**	**28,871**	**19.7**	**26.4**	**19.9**	**19.8**	**.2703**
Madison	749,970	24,987	23.5	29.9	17.8	13.0	.0221
Onondaga	6,539,344	28,898	19.7	26.2	19.8	19.9	.2023
• Syracuse	2,006,238	20,645	25.7	25.3	14.5	11.5	.0655
Oswego	1,661,724	31,273	17.8	25.3	21.3	23.1	.0459
SUBURBAN TOTAL	6,944,800	32,231	17.3	26.9	22.0	23.0	.2048
UTICA - ROME	**3,804,257**	**24,605**	**22.9**	**29.2**	**17.5**	**13.3**	**.1196**
Herkimer	775,547	24,132	23.9	30.3	17.1	11.8	.0232
Oneida	3,028,710	24,739	22.6	29.0	17.6	13.7	.0964
• Rome	500,821	23,446	24.7	30.4	16.3	12.0	.0166
• Utica	793,297	19,761	25.8	26.5	13.9	9.1	.0268
SUBURBAN TOTAL	2,510,139	26,860	21.4	30.2	19.1	15.2	.0762
OTHER COUNTIES							
Allegany	432,893	18,051	30.7	30.2	10.3	3.9	.0144
Cattaraugus	916,387	22,359	25.4	29.6	16.2	9.6	.0295
Cayuga	873,949	23,279	24.3	30.0	17.2	10.0	.0274
Chautauqua	1,664,946	22,809	24.7	29.9	15.9	10.6	.0515
Chenango	585,589	23,301	26.5	29.9	17.9	10.3	.0178
Clinton	854,822	22,475	26.6	29.3	15.8	10.8	.0286
Columbia	785,636	24,753	24.9	28.5	17.1	14.2	.0228
Cortland	512,134	22,528	25.2	29.7	16.2	9.9	.0166
Delaware	517,658	21,608	27.1	30.8	14.3	9.2	.0172
Essex	416,462	21,499	26.7	28.8	15.1	9.6	.0128
Franklin	442,404	19,054	29.8	26.0	13.9	7.7	.0149
Fulton	624,267	22,118	25.4	31.1	14.5	9.5	.0192
Genesee	648,522	23,839	24.3	32.3	17.3	9.1	.0204
Hamilton	46,935	18,414	33.9	29.6	10.5	5.1	.0015
Jefferson	926,216	20,452	27.3	28.6	14.2	8.2	.0328
Lewis	260,430	22,555	25.3	32.6	14.8	8.8	.0076
Otsego	739,680	24,205	25.1	27.8	16.6	14.6	.0222
St. Lawrence	1,155,577	21,716	25.2	26.7	16.0	10.9	.0365
Schoharie	335,079	22,474	26.3	29.9	15.9	9.8	.0104
Schuyler	215,527	25,870	24.4	30.9	19.9	12.8	.0058
Seneca	449,883	28,642	21.2	28.9	21.0	17.6	.0123
Steuben	1,152,320	23,354	24.6	29.5	16.6	12.0	.0350
Sullivan	839,371	23,099	25.9	26.9	15.5	13.7	.0264
Tompkins	1,297,578	27,555	21.1	25.7	17.1	21.9	.0372
Ulster	2,421,798	28,531	20.7	25.0	18.4	22.1	.0697
Wyoming	468,476	26,684	20.9	31.4	19.8	13.9	.0140
Yates	230,681	19,245	28.7	28.9	11.7	7.5	.0069
TOTAL METRO COUNTIES	**249,902,547**	**28,734**	**18.9**	**23.3**	**17.4**	**23.6**	**7.1724**
TOTAL STATE	**269,717,767**	**28,065**	**19.5**	**23.7**	**17.3**	**22.6**	**7.7838**

ALBANY - SCHENECTADY - TROY - METRO MARKET

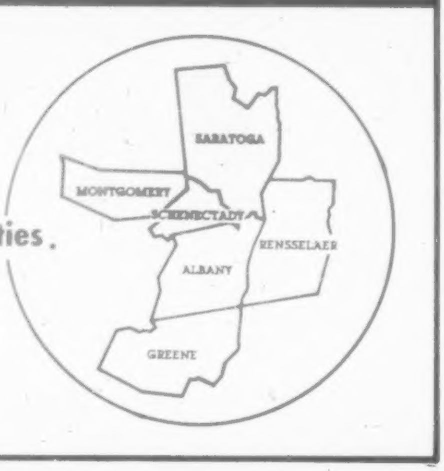
It takes 2 newspapers to effectively cover the Capital District MSA... one is The Gazette

morning circulation leader in 3 of the 6 metro counties.

- 59% OF ADI READERS HAVE HH INCOME OF $30,000+
- 77% OF READERS OWN THEIR OWN HOMES
- 78.8% HOME COUNTY PENETRATION

SOURCE: ABC AUDIT REPORT, 1987 SIMMONS RESEARCH REPORT
REPRESENTED NATIONALLY BY CWO & O

332 STATE STREET, SCHENECTADY, NEW YORK (518) 374-4141



North Carolina

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**171.8**	**.0699**	**35.4**	**9.1**	**17.0**	**20.7**	**30.1**	**68.7**	**1,313,886**	**269,711**	**121,399**	**168,144**	**66,375**	**270,938**	**61,953**
Buncombe	171.8	.0699	35.4	9.1	17.0	20.7	30.1	68.7	1,313,886	269,711	121,399	168,144	66,375	270,938	61,953
• Asheville	60.6	.0247	38.6	8.8	16.1	17.4	36.9	26.2	922,161	161,353	91,993	149,905	43,857	167,925	43,158
SUBURBAN TOTAL	111.2	.0452	34.2	9.4	17.5	22.3	26.3	42.5	391,725	108,358	29,406	18,239	22,518	103,013	18,795
BURLINGTON	**102.8**	**.0419**	**34.8**	**10.5**	**16.2**	**21.3**	**28.4**	**39.6**	**887,697**	**174,642**	**77,276**	**88,856**	**58,190**	**218,411**	**33,164**
Alamance	102.8	.0419	34.8	10.5	16.2	21.3	28.4	39.6	887,697	174,642	77,276	88,856	58,190	218,411	33,164
• Burlington	38.1	.0155	36.0	9.6	16.2	20.1	31.3	15.6	630,925	95,756	54,326	81,603	42,205	179,559	22,458
SUBURBAN TOTAL	64.7	.0264	34.2	11.0	16.2	22.0	26.8	24.0	256,772	78,886	22,950	7,253	15,985	38,852	10,706
CHARLOTTE - GASTONIA - ROCK HILL	**1,088.1**	**.4432**	**32.3**	**10.8**	**18.3**	**21.2**	**23.9**	**407.5**	**7,354,092**	**1,644,269**	**621,562**	**830,810**	**419,288**	**1,812,274**	**250,832**
Cabarrus	94.6	.0386	34.5	9.5	16.4	21.3	27.9	34.9	587,329	131,742	39,178	68,154	33,144	154,096	21,143
• Kannapolis	33.1	.0135	35.9	9.9	14.9	18.8	32.4	12.9	228,277	49,639	14,522	57,259	16,326	26,558	8,067
Gaston	172.9	.0704	32.7	9.9	17.3	20.9	25.2	62.9	1,042,784	260,987	83,524	181,058	37,819	239,453	46,398
• Gastonia	55.7	.0227	34.0	9.5	16.5	19.4	29.0	21.2	737,682	153,891	57,038	160,007	28,283	180,115	29,473
Lincoln	48.0	.0195	32.9	9.4	17.5	22.2	24.2	17.6	178,711	52,199	14,608	16,089	6,752	34,600	10,753
Mecklenburg	460.9	.1877	31.7	11.5	20.0	21.5	21.9	180.0	3,789,054	639,016	357,092	417,380	268,413	1,014,144	104,904
• Charlotte	375.0	.1527	31.5	11.4	20.6	20.6	22.3	150.0	3,517,110	517,697	331,582	397,705	257,291	1,010,331	97,125
Rowan	105.8	.0431	35.3	10.2	16.0	19.8	30.5	40.5	677,782	255,177	39,858	43,117	26,882	126,086	25,285
Union	82.0	.0334	31.2	10.7	17.3	21.7	21.7	27.9	383,391	102,307	21,856	50,363	12,361	89,023	12,013
York, S. C.	*123.9*	*.0505*	*31.1*	*11.7*	*17.5*	*20.9*	*22.3*	*43.7*	*695,041*	*202,841*	*65,446*	*54,649*	*33,917*	*154,872*	*30,336*
• Rock Hill	*42.0*	*.0171*	*29.9*	*15.8*	*17.1*	*16.8*	*24.5*	*14.9*	*432,560*	*110,576*	*44,143*	*49,008*	*24,888*	*66,663*	*19,794*
SUBURBAN TOTAL	582.3	.2372	32.8	10.3	17.3	22.2	23.9	208.5	2,438,463	812,466	174,277	166,831	92,500	528,607	96,373
FAYETTEVILLE	**265.4**	**.1080**	**26.1**	**18.8**	**19.9**	**18.8**	**13.6**	**86.1**	**1,460,145**	**299,885**	**140,694**	**236,564**	**133,950**	**336,134**	**37,583**

HOW TO GET ON TOP OF THE
GREENSBORO/WINSTON-SALEM/HIGH POINT ADI

There's an often-overlooked portion of the ADI that is extremely important - The Piedmont Area Newspaper Group markets (High Point City, Alamance, Davidson, Rockingham, Surry counties). Two newspapers, Greensboro and Winston-Salem with only 23% coverage, are not enough to reach these markets you need.

PANG

Piedmont Area
Newspaper Group

- High Point Enterprise/Times
- Burlington Daily Times-News
- Lexington Dispatch
- Mt. Airy News
- Reidsville Review - Eden News

PANG MARKETS PENETRATION-60%
PANG ADI CIRCULATION-105,639

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

21% SAVINGS ON GROUP BUY

Source: Circulation 86/87

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With Our Bundle.

Any way you stack it, Charlotte, N.C. is one of the nation's most lucrative markets: a $13.44 billion EBI and $56.5 billion in banking assets — No. 1 in the Sun Belt and No. 7 in the U.S.

Reach the Charlotte ADI best with The Charlotte Observer. The numbers are bundled in your favor — 657,100 readers every Sunday, 475,100 each weekday.

Cash in on The Observer. For information, call Gene Williams, vice president/marketing and sales, at (704) 379-6900 today.

The Charlotte Observer
Represented Nationally by Knight-Ridder Newspaper Sales, Inc.
Sources: Charlotte Chamber of Commerce, S&MM 1988 Survey of Buying Power, Simmons 1987 National Study of Local Newspaper Ratings

N.C. (cont.) POPULATION—12/31/87 RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Cumberland	265.4	.1080	26.1	18.8	19.9	18.8	13.6	86.1	1,460,145	299,885	140,694	236,564	133,950	336,134	37,583
• Fayetteville	74.6	.0304	30.9	13.7	17.2	19.6	23.4	29.0	1,031,646	171,616	98,886	221,605	62,544	260,763	31,600
SUBURBAN TOTAL	190.8	.0776	24.7	20.8	21.0	18.3	9.9	57.1	428,499	128,269	41,808	14,959	71,406	75,371	5,983
GREENSBORO - WINSTON-SALEM - HIGH POINT	**914.9**	**.3724**	**33.1**	**11.0**	**18.0**	**21.6**	**24.9**	**351.1**	**6,007,669**	**1,192,413**	**604,508**	**722,016**	**393,292**	**1,307,051**	**206,912**
Davidson	122.5	.0498	33.4	9.6	17.2	22.5	24.7	45.6	528,266	128,136	46,485	34,958	30,362	103,695	24,562
Davie	29.2	.0119	33.7	8.5	18.1	22.6	25.0	10.8	83,025	21,128	5,370	2,576	13,451	11,590	4,679
Forsyth	263.0	.1071	33.1	11.4	18.3	21.3	25.2	104.2	2,067,762	377,621	213,898	263,252	108,274	535,559	65,074
• Winston-Salem	148.3	.0604	32.9	13.4	17.2	18.6	27.8	60.5	1,668,118	263,379	175,154	254,370	86,502	432,536	49,559
Guilford	331.5	.1350	32.5	12.3	18.2	20.8	24.7	127.5	2,727,002	511,209	290,494	366,880	216,865	535,812	83,013
• Greensboro	190.1	.0774	31.3	14.8	19.3	18.7	24.2	73.7	2,006,481	361,874	232,593	287,787	137,941	395,078	55,539
• High Point	67.5	.0275	33.3	10.8	16.7	19.0	28.1	26.0	676,026	131,213	57,336	78,835	78,493	139,329	22,937
Randolph	101.3	.0412	33.7	9.4	17.5	22.8	24.8	38.4	408,407	99,647	32,052	48,473	14,499	73,724	17,928
Stokes	37.2	.0151	32.7	9.1	18.0	22.7	23.2	13.3	79,698	20,236	7,236	1,145	5,234	20,566	5,305
Yadkin	30.2	.0123	35.6	8.9	16.5	22.2	28.7	11.3	113,509	34,436	8,973	4,732	4,607	26,105	6,351
SUBURBAN TOTAL	509.0	.2071	33.7	8.9	17.9	23.8	23.9	190.9	1,657,044	435,947	139,425	101,024	90,356	340,108	78,877
HICKORY	**222.1**	**.0904**	**33.1**	**9.9**	**17.6**	**22.4**	**24.2**	**82.8**	**1,309,641**	**295,171**	**113,257**	**128,219**	**68,444**	**289,597**	**62,281**
Alexander	28.0	.0114	32.5	9.8	18.0	23.2	22.2	10.1	73,734	22,828	6,874	3,226	3,320	14,740	4,058
Burke	77.6	.0316	33.6	9.5	17.1	22.8	24.8	28.9	282,387	88,293	26,205	20,419	11,304	39,671	16,123
Catawba	116.5	.0474	32.9	10.1	17.7	22.0	24.2	43.8	953,520	184,050	80,178	104,574	54,020	235,186	42,200
• Hickory	27.4	.0112	34.4	13.1	16.0	19.2	29.9	11.4	583,552	100,037	51,900	73,293	37,012	130,824	25,041
SUBURBAN TOTAL	194.7	.0792	32.9	9.4	17.8	22.9	23.3	71.4	726,089	195,134	61,357	54,926	31,632	158,773	37,340
JACKSONVILLE	**128.2**	**.0522**	**23.7**	**29.5**	**17.7**	**15.6**	**11.2**	**38.2**	**607,111**	**119,374**	**56,989**	**93,209**	**45,230**	**175,602**	**16,824**
Onslow	128.2	.0522	23.7	29.5	17.7	15.6	11.2	38.2	607,111	119,374	56,989	93,209	45,230	175,602	18,824
• Jacksonville	28.9	.0118	28.5	15.4	20.4	19.4	17.5	10.8	474,944	81,778	42,123	92,569	39,599	130,332	11,325
SUBURBAN TOTAL	99.3	.0404	23.1	33.7	16.9	14.5	9.5	27.4	132,167	37,596	14,866	640	5,631	45,270	5,499
RALEIGH - DURHAM	**667.9**	**.2719**	**30.7**	**15.2**	**20.9**	**20.2**	**20.8**	**255.6**	**4,291,034**	**852,127**	**424,015**	**576,460**	**260,253**	**947,435**	**185,680**
Durham	169.2	.0688	31.2	14.4	20.3	18.6	23.7	66.0	1,151,071	218,815	108,563	176,882	66,193	258,916	52,470
• Durham	115.5	.0470	30.5	17.7	20.1	14.9	25.9	46.7	1,052,585	218,606	101,786	176,663	51,371	201,071	51,527
Franklin	34.8	.0142	33.6	10.8	16.2	18.9	28.8	12.3	78,960	25,682	5,526	6,477	1,715	11,878	5,209
Orange	87.3	.0356	28.2	23.9	21.8	17.2	18.0	33.3	482,373	138,113	62,011	29,990	22,226	65,315	18,167

THE 4th LARGEST MARKET IN NORTH CAROLINA IS LEADING THE STATE WITH A 17.4% INCREASE IN FOOD SALES.

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2 And now, we're clearing groceries from their shelves with a 17.4% increase in food sales.

The Fayetteville Observer
THE FAYETTEVILLE TIMES

3 What's more, with a billion dollar plus annual military payroll, we're virtually immune to economic slowdowns.

4 Your Raleigh and Durham buy alone penetrates only 33% of the Raleigh Durham A.D.I. Add The Fayetteville Observer-Times to achieve 44%.

SOURCE: 1988 S & MM Survey of Buying Power 12-31-87 ABC Audit Report

TURN TO LANDON FOR RESULTS (SEE PAGE B-28)

The Fayetteville Observer

THE FAYETTEVILLE TIMES

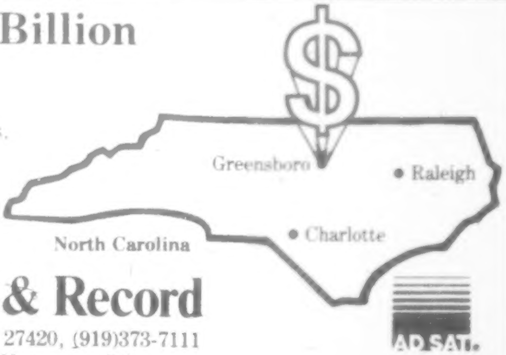
FOR MORE INFORMATION CONTACT PAIGE LEDFORD c/o FAYETTEVILLE PUBLISHING CO., P.O. BOX 849, FAYETTEVILLE, NC 28302 OR PHONE 919-323-4848. TOLL FREE IN N.C. 1-800-682-3476

Look Who's #50 And Worth $15 Billion

If you miss the Greensboro News & Record, you miss the number 1 buy in America's 50th largest ADI, a **$15 billion** market which ranks in the top 50 in all major retail categories.

- **224,000 Daily Readers**
- **293,100 Sunday Readers**

And an effective 72% one-time reach of its primary coverage area.



Greensboro News & Record

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Represented Nationally by Branham Newspaper Sales

AD SAT.

N.C. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
• Chapel Hill	38.0	.0155	24.7	37.2	19.4	14.5	14.7	12.3	312,103	71,271	49,138	25,495	14,498	45,645	13,315
Wake	376.6	.1533	30.8	14.0	21.3	21.7	19.4	144.0	2,578,630	469,517	247,915	36[illegible],311	178,119	611,326	109,834
• Raleigh	199.0	.0810	30.4	18.3	21.5	19.2	20.9	78.1	1,833,811	261,806	193,023	283,073	99,347	532,652	65,977
SUBURBAN TOTAL	315.4	.1284	31.7	9.8	20.8	23.4	19.6	118.5	1,092,535	299,944	80,069	91,229	103,037	168,067	54,861
WILMINGTON	**117.1**	**.0477**	**32.3**	**11.4**	**18.6**	**20.2**	**24.7**	**45.4**	**957,071**	**179,207**	**92,496**	**146,801**	**42,080**	**226,716**	**31,641**
New Hanover	117.1	.0477	32.3	11.4	18.6	20.2	24.7	45.4	957,071	179,207	92,496	146,801	42,080	226,716	31,641
• Wilmington	54.3	.0221	32.8	13.5	16.8	15.5	30.8	22.8	830,490	144,646	73,216	131,669	41,226	202,035	30,935
SUBURBAN TOTAL	62.8	.0256	31.9	9.5	20.1	24.3	19.4	22.6	126,581	34,561	19,280	15,132	854	24,681	706
OTHER COUNTIES															
Alleghany	10.1	.0041	36.6	8.3	15.6	20.5	31.9	3.9	33,636	7,196	2,245	1,663	770	6,962	2,415
Anson	26.6	.0108	32.4	9.2	16.1	17.1	28.7	9.0	78,627	21,120	5,312	3,770	4,522	18,326	4,379
Ashe	23.5	.0096	35.8	8.6	15.9	28.2	30.1	9.2	97,676	21,082	5,455	8,990	3,414	25,125	3,191
Avery	15.2	.0062	32.5	12.2	16.9	20.0	25.9	5.4	71,230	21,422	4,863	5,205	1,594	9,222	3,664
Beaufort	44.3	.0180	33.6	9.2	16.0	19.4	28.3	16.5	211,747	57,652	11,804	25,277	7,305	48,160	9,788
Bertie	21.2	.0086	32.8	10.1	14.1	17.6	29.2	7.5	52,267	15,844	2,194	1,470	2,203	17,052	2,019
Bladen	31.7	.0129	32.1	9.2	17.0	19.0	26.1	11.3	90,634	28,924	3,772	6,784	3,131	21,608	4,889
Brunswick	50.5	.0206	32.9	9.2	16.9	20.3	26.1	18.4	199,819	66,533	28,852	15,085	4,875	21,795	8,787
Caldwell	72.7	.0296	32.9	9.9	17.0	22.9	23.5	26.5	303,614	95,094	21,600	25,805	37,862	94,531	16,548
Camden	5.9	.0024	34.1	10.0	14.3	20.8	27.9	2.0	15,137	5,888	813	434	447	871	104
Carteret	51.9	.0211	33.8	10.8	17.4	20.1	27.8	20.6	307,465	49,591	31,108	34,739	18,540	61,505	11,247
Caswell	22.3	.0091	32.4	10.4	17.3	20.3	25.2	7.2	26,117	9,144	377	2,306	1,409	6,937	1,490
Chatham	38.9	.0150	33.6	9.3	19.7	20.8	26.6	14.2	126,057	40,183	9,079	9,010	3,825	31,372	3,495
Cherokee	20.7	.0084	36.3	8.0	14.8	20.5	31.5	7.9	114,327	37,884	9,384	10,461	9,662	9,370	4,417
Chowan	13.9	.0057	34.8	8.9	15.5	17.9	31.7	5.2	60,594	17,445	3,114	9,386	1,951	12,916	2,829
Clay	7.6	.0031	36.9	7.9	16.3	18.2	34.5	2.8	23,401	3,602	186	573	1,165	9,637	904
Cleveland	88.7	.0361	33.0	9.8	16.8	20.8	25.8	32.0	391,429	114,636	36,618	41,126	17,610	86,158	20,108
Columbus	52.9	.0215	32.8	9.7	15.9	20.7	25.7	18.9	254,093	56,802	13,417	20,372	8,796	60,114	14,700
Craven	83.1	.0339	28.5	15.5	18.4	18.1	20.0	29.8	470,401	121,923	36,444	58,714	18,696	127,640	13,755
Currituck	13.9	.0057	33.6	9.9	16.3	20.1	27.9	5.3	31,364	13,752	2,674	415	1,234	534	458
Dare	20.1	.0082	35.[illegible]	10.0	18.7	19.1	31.1	8.3	174,515	47,604	34,288	12,831	6,858	12,931	2,024
Duplin	42.3	.0173	33.2	9.6	15.6	20.0	27.2	15.3	149,522	30,483	10,574	9,783	8,993	30,110	7,334
Edgecombe	59.9	.0244	31.2	10.5	17.2	18.2	25.3	20.6	224,028	64,290	14,391	22,469	12,128	41,436	12,086
Gates	9.8	.0040	34.6	9.9	15.4	18.8	30.5	3.3	18,772	6,030	1,614	490	111	7,023	907

VIRGINIA
TENN.
ASHE
ALLEGHANY
Mt. Airy
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TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

N.C. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Graham	7.4	.0030	33.8	8.8	16.2	20.2	28.0	2.5	13,960	5,150	1,201	1,236	465	722	655
Granville	37.5	.0152	33.7	9.8	16.7	21.2	26.7	12.5	118,297	37,879	6,913	8,481	3,866	24,208	11,159
Greene	16.4	.0067	31.1	11.3	17.1	18.5	24.9	5.4	23,788	5,585	1,641	1,427	1,615	5,141	448
Halifax	55.6	.0226	32.8	9.8	15.5	18.3	28.3	19.6	340,014	77,649	24,035	51,742	28,734	47,601	15,401
Harnett	65.7	.0268	30.9	14.1	16.1	19.0	24.4	23.3	250,622	63,452	22,734	27,482	11,912	32,456	15,402
Haywood	49.5	.0201	36.7	8.6	15.4	22.1	30.6	19.2	329,656	70,395	22,660	13,365	13,481	95,204	14,356
Henderson	70.6	.0288	37.9	7.7	15.1	20.1	34.2	28.8	493,034	96,358	38,709	27,855	18,538	144,377	17,439
Hertford	24.2	.0098	32.4	12.0	14.9	17.9	28.2	8.3	104,746	29,076	8,563	15,055	5,792	18,516	5,102
Hoke	23.5	.0096	28.1	13.1	17.0	18.0	20.3	7.2	33,450	13,853	2,313	3,686	1,596	5,458	2,046
Hyde	5.8	.0023	33.6	10.2	15.1	17.3	30.5	2.1	12,615	5,732	2,014	1,471	348	431	268
Iredell	90.3	.0368	33.9	9.4	16.5	21.2	27.0	33.6	481,288	129,399	44,754	49,911	19,687	98,193	23,849
Jackson	27.4	.0112	30.4	19.5	15.7	18.7	24.2	9.6	132,417	40,173	12,143	12,975	5,408	26,304	8,512
Johnston	80.3	.0326	33.6	9.2	17.0	21.1	26.5	30.1	441,096	99,571	36,036	23,150	35,589	84,853	17,931
Jones	9.6	.0040	32.3	10.5	15.7	18.3	27.6	3.2	21,476	3,042	682	3,049	478	6,376	213
Lee	42.8	.0174	32.6	10.2	17.4	21.2	24.6	15.6	296,725	82,651	23,219	21,578	10,209	78,388	9,532
Lenoir	60.6	.0247	32.7	10.1	16.7	20.2	25.9	22.2	366,053	89,401	27,843	49,772	18,206	72,815	13,427
McDowell	36.5	.0149	33.9	9.1	16.4	21.4	26.8	13.4	164,423	45,974	14,540	14,396	4,964	38,705	8,674
Macon	23.3	.0094	39.3	7.6	14.5	20.1	36.1	9.5	134,579	31,802	11,235	14,478	7,130	11,738	7,022
Madison	17.7	.0072	34.6	12.4	15.2	19.5	29.9	6.5	33,674	6,478	1,880	1,570	1,309	7,427	2,153
Martin	27.5	.0112	32.8	9.7	16.1	19.2	27.3	9.4	107,459	28,532	12,196	15,573	5,112	17,780	4,646
Mitchell	14.7	.0060	37.1	9.0	15.3	21.5	31.8	5.4	56,714	11,988	5,096	1,529	5,043	17,842	3,651
Montgomery	24.1	.0098	33.1	9.8	16.5	19.0	27.9	8.7	79,253	20,390	6,741	3,499	3,879	16,275	5,242
Moore	58.4	.0238	35.5	9.7	15.2	18.6	32.0	23.0	273,383	67,894	22,422	16,374	10,973	80,938	11,938
Nash	72.8	.0296	32.6	9.9	17.5	20.0	25.8	27.1	310,073	96,028	61,552	71,120	22,058	99,618	19,164
Rocky Mount	49.4	.0201	32.9	9.1	17.8	18.4	27.9	19.3	480,170	91,736	52,955	70,620	23,328	86,759	20,931
Northampton	22.5	.0091	33.9	10.1	15.3	18.2	30.0	7.7	45,122	14,179	3,016	1,229	250	6,780	1,462
Pamlico	11.5	.0047	34.8	9.2	15.3	19.2	30.5	4.1	48,342	12,797	3,386	1,111	380	19,871	828
Pasquotank	30.1	.0122	31.7	14.1	15.9	17.8	26.9	10.9	240,814	36,323	17,634	28,691	13,554	56,175	9,881
Pender	26.3	.0107	33.4	8.7	16.5	19.4	28.0	9.4	62,376	30,829	3,052	2,226	788	6,976	2,770
Perquimans	10.8	.0044	36.0	9.6	13.9	18.7	32.7	4.1	22,770	3,775	2,404	860	434	8,210	307
Person	30.8	.0126	33.2	10.1	16.9	19.6	27.3	11.1	127,043	35,090	7,536	7,183	6,111	31,281	7,143
Pitt	99.0	.0403	28.9	18.7	18.2	17.6	21.5	38.0	614,412	108,960	61,147	67,321	41,246	151,693	16,609
Polk	14.3	.0058	40.7	7.5	13.7	18.8	38.8	5.7	38,655	9,871	3,154	1,199	1,213	9,730	2,450
Richmond	48.0	.0196	33.1	9.8	16.0	18.9	28.1	17.7	231,283	58,786	17,104	24,513	12,367	53,513	12,155
Robeson	108.7	.0442	29.3	10.8	16.8	18.1	22.3	35.3	462,050	99,750	32,502	26,456	28,097	82,478	18,115
Rockingham	87.7	.0357	33.8	9.7	16.7	20.4	27.6	33.0	443,925	134,124	35,427	48,159	37,303	59,575	21,953
Rutherford	56.6	.0230	34.9	8.8	15.6	20.2	29.6	21.5	326,723	83,841	23,022	27,008	17,784	89,490	14,657
Sampson	51.6	.0211	33.3	9.5	15.8	19.9	27.5	18.6	181,826	45,052	10,694	21,104	12,377	34,063	10,099
Scotland	35.0	.0142	29.9	11.4	17.3	18.6	22.5	11.8	185,242	53,254	16,340	27,553	7,799	37,266	5,086
Stanly	52.2	.0213	34.7	10.0	16.1	20.5	29.0	19.6	238,051	63,462	17,624	18,198	10,655	51,307	13,625
Surry	64.0	.0261	34.8	9.2	16.0	21.3	28.4	24.2	429,011	87,523	25,647	34,293	20,398	92,014	22,583
Swain	11.0	.0044	34.6	9.5	15.1	19.9	29.4	4.1	54,410	17,652	9,019	2,701	1,199	6,747	1,943
Transylvania	26.8	.0109	34.6	10.4	15.6	20.9	28.4	10.1	102,012	29,400	7,636	8,293	3,818	17,966	5,938
Tyrrell	4.1	.0017	35.1	9.8	13.4	17.6	32.4	1.4	5,817	1,551	104	127	50	785	
Vance	39.8	.0162	32.5	9.5	16.6	18.7	27.2	14.0	220,790	44,769	17,067	31,484	11,792	46,544	9,117
Warren	17.0	.0069	34.4	9.6	14.4	16.8	32.4	5.7	47,690	18,009	1,967	2,197	3,335	7,355	2,631
Washington	15.0	.0062	31.0	10.3	17.2	18.7	24.3	5.1	42,570	13,288	3,385	4,859	2,659	7,045	2,383
Watauga	34.9	.0142	28.5	25.1	16.0	17.7	21.8	12.6	264,048	56,010	30,650	17,921	17,673	54,213	10,423
Wayne	99.5	.0405	30.6	12.4	17.8	20.4	21.7	35.7	329,432	107,839	40,178	69,132	25,760	136,635	18,521
Wilkes	62.9	.0256	33.2	9.8	17.6	21.9	25.0	23.3	285,632	63,349	19,799	23,919	5,951	65,243	11,810
Wilson	65.3	.0266	32.0	11.1	17.1	19.6	25.3	23.9	417,672	76,516	33,271	58,063	19,000	105,283	18,899
Yancey	15.9	.0064	35.2	8.4	16.8	20.4	29.9	5.8	46,154	15,726	3,444	3,160	569	7,774	3,413
TOTAL METRO COUNTIES	3,554.4	1.4471	31.6	12.8	18.7	20.7	22.9	1,331.3	23,493,305	4,823,958	2,186,750	3,936,430	1,461,385	5,429,286	856,634
TOTAL STATE	6,463.6	2.6315	32.1	11.9	17.6	20.3	24.6	2,393.0	37,612,644	8,278,259	3,334,259	4,273,322	2,177,440	8,467,999	1,471,203

WILMINGTON:
NORTH CAROLINA'S STAR MARKET

Wilmington ranks number one among North Carolina's nine metros in per household general merchandise sales and eating and drinking sales—and number two in per household retail sales. In the **Wilmington Morning Star** and the **Sunday Star-News**, you cover 76% of this active market and influence more than 120,000 daily readers in a five-county area.

Sources: Sales & Marketing Management's 1988 Survey of Buying Power; 1987 Belden Market Study

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N.C. EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
ASHEVILLE	**1,938,251**	**21,091**	**26.3**	**29.0**	**14.3**	**9.3**	**.0697**
Buncombe	1,938,251	21,091	26.3	29.0	14.3	9.3	.0697
• Asheville	696,475	18,396	27.9	25.5	11.8	8.8	.0337
SUBURBAN TOTAL	1,241,776	22,619	25.4	31.3	15.8	9.5	.0360
BURLINGTON	**1,170,152**	**23,006**	**24.7**	**30.1**	**16.8**	**10.0**	**.0439**
Alamance	1,170,152	23,006	24.7	30.1	16.8	10.0	.0439
• Burlington	461,713	22,170	24.8	28.5	15.6	10.8	.0226
SUBURBAN TOTAL	708,439	23,555	24.6	31.0	17.7	9.5	.0213
CHARLOTTE - GASTONIA - ROCK HILL	**13,437,903**	**25,437**	**22.4**	**29.8**	**18.2**	**13.9**	**.4411**
Cabarrus	1,093,744	24,845	23.3	30.4	18.5	11.6	.0362
• Kannapolis	362,413	22,464	25.7	31.7	15.9	8.3	.0128
Gaston	1,996,495	25,005	22.5	31.3	18.8	11.6	.0654
• Gastonia	663,878	22,960	24.3	27.7	15.9	12.7	.0292
Lincoln	559,979	25,677	21.1	33.5	18.4	12.3	.0161
Mecklenburg	6,374,847	26,746	21.7	27.7	18.5	17.4	.2106
• Charlotte	5,157,000	25,494	22.6	28.2	17.1	16.5	.1793
Rowan	1,159,683	22,505	25.5	33.0	15.6	8.0	.0399
Union	889,249	24,990	22.6	31.5	18.5	11.1	.0280
York, S. C.	*1,363,906*	*25,041*	*22.1*	*30.5*	*18.6*	*12.1*	*.0449*
• *Rock Hill*	*413,684*	*21,382*	*25.6*	*28.6*	*15.6*	*8.9*	*.0183*
SUBURBAN TOTAL	6,840,928	26,150	21.7	31.1	19.7	12.8	.2015
FAYETTEVILLE	**2,638,591**	**20,660**	**29.5**	**29.1**	**14.1**	**8.5**	**.0912**
Cumberland	2,638,591	20,660	29.5	29.1	14.1	8.5	.0912
• Fayetteville	826,413	19,388	26.2	23.4	13.2	12.0	.0390
SUBURBAN TOTAL	1,812,178	21,152	31.2	31.9	14.6	6.8	.0522
GREENSBORO - WINSTON-SALEM - HIGH POINT	**11,245,572**	**24,052**	**23.7**	**29.0**	**16.7**	**13.2**	**.3667**
Davidson	1,336,913	22,860	25.3	31.7	16.1	9.5	.0412
Davie	345,234	24,675	22.7	28.5	17.8	13.6	.0094
Forsyth	3,476,180	24,994	22.2	27.4	17.5	15.3	.1158
• Winston-Salem	1,903,512	21,234	25.0	25.6	13.3	13.8	.0742
Guilford	4,257,957	24,307	23.8	28.1	16.5	14.7	.1464
• Greensboro	2,456,937	23,552	24.6	27.8	15.2	15.0	.0928
• High Point	774,358	20,770	27.2	26.9	13.5	11.2	.0307
Randolph	1,091,820	22,647	25.9	33.6	15.1	8.4	.0332
Stokes	428,735	26,635	20.4	29.4	20.1	13.4	.0112
Yadkin	308,733	21,171	24.8	28.2	15.7	8.5	.0095
SUBURBAN TOTAL	6,110,765	25,609	22.4	30.8	18.9	12.7	.1690
HICKORY	**2,572,487**	**23,945**	**25.3**	**32.1**	**17.0**	**10.4**	**.0837**
Alexander	275,786	21,871	27.0	33.5	15.1	6.5	.0080
Burke	805,838	21,374	28.6	32.8	14.3	6.6	.0244
Catawba	1,490,863	26,538	22.7	31.6	19.2	13.7	.0513
• Hickory	389,675	22,700	26.3	27.8	12.6	15.7	.0196
SUBURBAN TOTAL	2,182,812	24,132	25.1	32.9	17.7	9.5	.0641
JACKSONVILLE	**1,093,291**	**16,506**	**37.6**	**25.9**	**8.8**	**4.2**	**.0394**
Onslow	1,093,291	16,506	37.6	25.9	8.8	4.2	.0394
• Jacksonville	276,955	19,626	31.7	30.4	12.4	6.2	.0159
SUBURBAN TOTAL	816,336	15,420	39.9	24.2	7.3	3.5	.0235
RALEIGH - DURHAM	**9,455,071**	**27,754**	**20.7**	**25.9**	**18.4**	**20.1**	**.2854**

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TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

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TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Concord Tribune/Gastonia Gazette/Kannapolis Independent/Lenoir News-Topic/Monroe Enquirer-Journal/Morganton News-Herald/Rock Hill Herald/Salisbury Post/Shelby Star/Statesville Record & Landmark

N.C. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Durham	2,428,813	26,966	20.9	24.9	17.8	20.4	.0740
• Durham	1,551,467	22,827	24.3	25.6	15.1	15.2	.0541
Franklin	332,398	19,875	25.8	25.7	14.3	9.7	.0096
Orange	1,099,744	22,428	25.4	26.2	14.0	15.0	.0337
• Chapel Hill	482,241	21,374	25.0	22.3	12.3	22.0	.0167
Wake	5,594,116	30,294	19.1	26.4	20.0	22.0	.1681
• Raleigh	2,976,469	27,536	21.4	26.0	17.0	21.4	.0983
SUBURBAN TOTAL	4,444,889	30,547	18.3	26.5	21.2	21.0	.1163
WILMINGTON	**1,305,786**	**21,540**	**24.2**	**28.2**	**14.6**	**10.3**	**.0484**
New Hanover	1,305,786	21,540	24.2	28.2	14.6	10.3	.0484
• Wilmington	535,800	15,181	28.0	22.1	8.1	7.9	.0289
SUBURBAN TOTAL	769,986	27,693	20.1	34.7	21.0	12.8	.0195
OTHER COUNTIES							
Alleghany	84,122	15,797	32.3	26.8	5.1	5.6	.0028
Anson	210,373	17,726	28.0	28.2	10.4	5.3	.0070
Ashe	203,641	16,323	30.6	27.1	8.8	4.3	.0069
Avery	122,366	16,385	34.4	23.5	9.6	4.2	.0046
Beaufort	421,105	18,642	26.8	26.3	12.4	8.1	.0143
Bertie	178,863	16,319	28.3	25.1	9.8	6.4	.0055
Bladen	249,935	16,000	29.8	24.1	9.8	4.8	.0082
Brunswick	453,471	18,765	25.4	28.7	12.4	6.3	.0151
Caldwell	748,118	22,572	26.3	34.3	14.4	7.8	.0247
Camden	51,524	20,927	22.2	31.7	12.0	8.2	.0016
Carteret	550,682	20,073	28.0	28.5	14.5	7.3	.0188
Caswell	156,625	16,574	29.7	28.2	9.2	3.1	.0047
Chatham	395,800	21,862	25.9	32.6	14.9	7.1	.0114
Cherokee	190,238	17,270	32.9	24.4	11.3	6.4	.0069
Chowan	130,968	17,461	29.7	25.2	11.5	5.9	.0041
Clay	64,598	16,952	31.2	25.3	7.8	3.1	.0022

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Cleveland	972,920	24,023	22.9	30.1	17.9	10.9	.0300
Columbus	455,038	16,844	28.1	24.0	11.0	7.5	.0163
Craven	858,041	19,846	27.5	26.8	13.8	9.0	.0293
Currituck	140,892	20,280	25.0	28.2	12.6	9.8	.0039
Dare	238,298	20,510	30.8	29.4	12.6	9.3	.0087
Duplin	337,497	16,279	28.8	25.9	9.2	5.0	.0116
Edgecombe	565,652	21,289	23.9	28.6	14.9	9.1	.0181
Gates	76,721	17,859	25.7	29.4	11.7	3.9	.0024
Graham	48,959	15,039	32.8	26.3	5.6	2.8	.0017
Granville	327,347	19,718	26.6	29.3	13.3	6.7	.0104
Greene	144,583	18,770	28.7	26.2	12.4	8.5	.0041
Halifax	466,141	16,412	26.0	24.0	11.1	6.7	.0184
Harnett	601,171	18,831	29.2	27.5	12.7	6.9	.0196
Haywood	559,729	22,156	25.0	26.5	17.0	11.1	.0191
Henderson	838,395	22,142	25.2	29.4	14.9	10.8	.0285
Hertford	205,220	17,808	26.5	25.9	12.0	7.2	.0071
Hoke	186,436	19,618	27.5	28.7	13.6	6.8	.0055
Hyde	42,597	14,437	31.0	23.1	7.2	4.3	.0014
Iredell	1,000,134	23,274	24.7	31.0	17.1	9.8	.0324
Jackson	251,258	17,928	29.9	26.4	11.0	6.9	.0087
Johnston	732,618	18,402	27.2	28.9	11.0	6.0	.0265
Jones	73,660	17,266	28.9	27.9	10.0	5.2	.0023
Lee	452,616	21,484	26.8	28.5	14.8	9.8	.0164
Lenoir	562,321	18,806	27.6	28.0	12.3	7.0	.0208
McDowell	366,061	22,155	25.5	32.3	16.6	6.2	.0119
Macon	219,882	16,199	33.3	25.4	7.7	5.5	.0080
Madison	149,565	15,269	30.3	23.9	8.2	4.8	.0043
Martin	221,191	17,398	28.7	26.6	10.9	6.0	.0079
Mitchell	123,532	17,814	29.6	27.6	13.4	3.4	.0042

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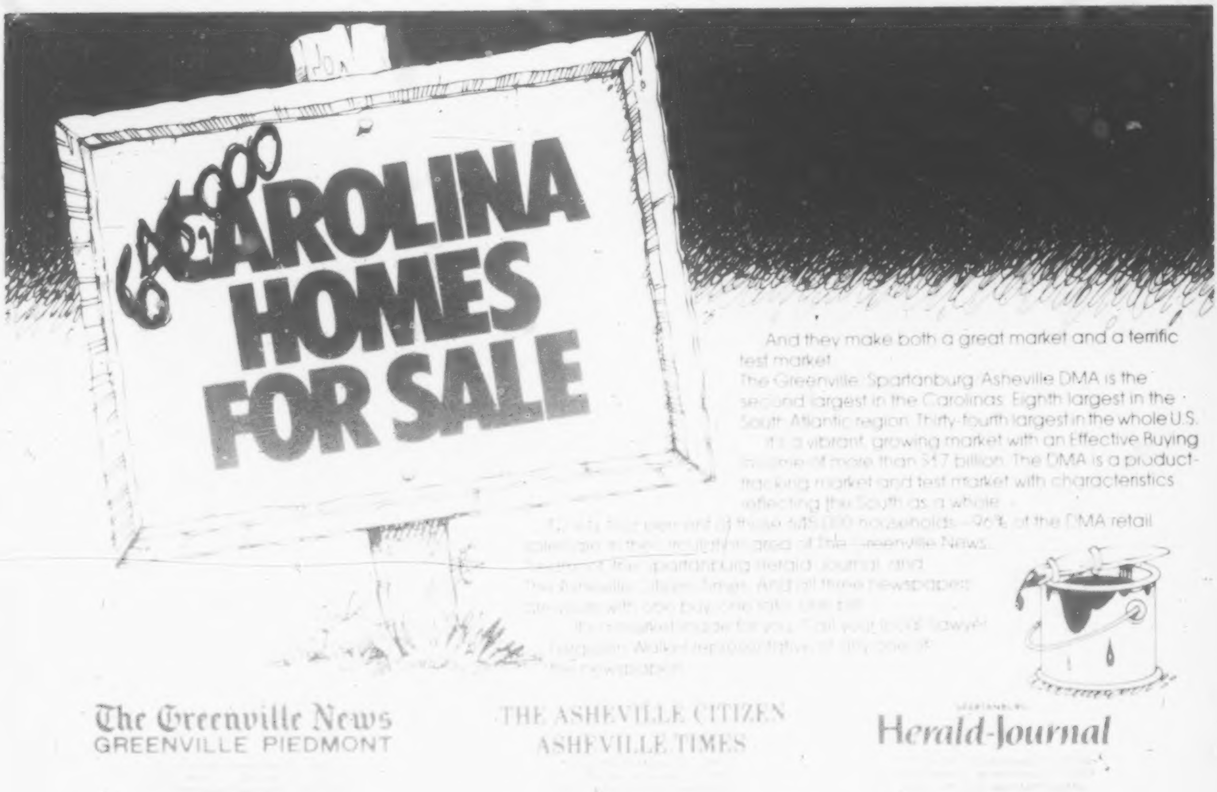
METRO & COUNTY TOTALS

N.C. (cont.) EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Montgomery	222,123	20,098	26.9	31.5	12.4	6.4	.0070
Moore	722,144	22,822	24.5	29.7	13.3	13.1	.0213
Nash	767,174	20,408	25.3	26.9	14.2	9.7	.0279
Rocky Mount	545,302	20,417	24.2	26.3	14.1	10.4	.0219
Northampton	174,422	14,902	30.7	22.5	8.0	5.6	.0054
Pamlico	95,954	17,515	25.4	27.2	10.7	6.2	.0033
Pasquotank	244,478	16,337	29.5	25.1	10.6	4.4	.0110
Pender	201,731	15,508	29.3	25.2	8.7	5.0	.0064
Perquimans	72,945	13,333	32.8	20.9	7.1	1.7	.0025
Person	291,185	20,275	26.3	29.8	13.9	7.0	.0095
Pitt	988,638	18,250	26.5	25.0	12.6	8.1	.0354
Polk	175,345	21,982	26.5	25.0	14.4	14.3	.0047
Richmond	443,659	19,254	26.5	29.3	12.5	6.5	.0154
Robeson	892,913	18,324	28.4	27.5	11.4	6.8	.0317
Rockingham	1,002,659	23,441	23.5	28.4	17.2	11.9	.0314
Rutherford	592,034	21,427	25.5	29.8	15.3	8.2	.0202
Sampson	418,189	16,570	30.5	25.9	10.1	4.7	.0142
Scotland	349,913	22,460	23.4	27.6	16.6	10.6	.0119
Stanly	574,955	23,036	24.0	32.0	15.6	9.9	.0180
Surry	650,013	20,307	27.4	29.4	13.8	7.5	.0236
Swain	69,148	12,870	36.9	18.2	3.8	2.1	.0031
Transylvania	310,318	24,603	20.7	30.4	17.4	12.0	.0090
Tyrrell	30,372	17,488	25.8	29.2	9.1	5.0	.0009
Vance	354,945	18,278	28.5	27.7	11.1	7.3	.0131
Warren	121,166	14,979	29.5	25.2	6.8	4.3	.0041
Washington	143,069	20,871	23.4	24.9	15.7	11.1	.0044
Watauga	329,447	17,174	28.0	24.1	10.1	9.0	.0131
Wayne	915,877	18,801	29.0	27.8	12.3	6.7	.0327
Wilkes	644,244	20,935	27.1	31.8	12.2	8.3	.0207
Wilson	651,933	19,855	26.8	27.4	14.0	8.2	.0236
Yancey	131,723	17,455	29.7	29.1	9.0	4.4	.0042
TOTAL METRO COUNTIES	**43,493,198**	**24,197**	**23.8**	**28.7**	**16.9**	**13.6**	**1.4246**
TOTAL STATE	**71,496,746**	**22,050**	**25.2**	**28.5**	**15.1**	**11.1**	**2.3728**



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North Dakota

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**91.4**	**.0372**	**29.8**	**12.4**	**19.4**	**18.7**	**21.2**	**32.7**	**620,856**	**104,830**	**54,736**	**112,462**	**26,564**	**161,051**	**16,384**
Burleigh	63.6	.0259	29.6	13.2	20.3	19.1	20.0	23.0	496,851	78,981	43,632	111,699	23,457	116,439	15,084
• Bismarck	50.1	.0204	29.9	13.5	20.3	18.7	20.9	19.0	480,170	75,539	41,703	109,455	22,611	113,967	14,780
Morton	27.8	.0113	30.2	10.6	17.5	17.7	24.0	9.7	124,005	25,849	11,104	763	3,107	44,612	1,300
SUBURBAN TOTAL	41.3	.0168	29.7	11.1	18.4	18.7	21.5	13.7	140,686	29,291	13,033	3,007	3,953	47,084	1,604
FARGO - MOORHEAD	**149.8**	**.0609**	**29.2**	**18.0**	**19.3**	**17.0**	**21.8**	**55.4**	**1,044,098**	**152,222**	**102,110**	**151,400**	**45,292**	**271,838**	**19,354**
Cass	101.2	.0412	29.5	16.4	21.1	17.1	21.3	38.5	801,464	92,502	73,174	138,364	27,250	233,570	11,337
• Fargo	70.1	.0285	29.3	19.5	21.1	16.1	21.9	27.7	730,097	79,267	65,250	137,050	26,243	218,574	10,412
Clay, Minn.	*48.6*	*.0197*	*28.1*	*21.2*	*15.2*	*16.7*	*22.6*	*16.9*	*242,634*	*59,720*	*28,936*	*13,036*	*18,042*	*38,268*	*8,017*
• Moorhead	*28.9*	*.0118*	*23.7*	*29.0*	*15.1*	*14.6*	*21.3*	*9.9*	*187,776*	*51,665*	*22,715*	*9,971*	*15,558*	*29,472*	*7,171*
SUBURBAN TOTAL	50.8	.0206	30.5	9.7	19.1	19.5	21.8	17.8	126,225	21,290	14,145	4,379	3,491	23,792	1,771
GRAND FORKS	**70.5**	**.0287**	**26.7**	**20.7**	**20.3**	**15.5**	**17.6**	**24.2**	**495,039**	**62,202**	**33,447**	**120,611**	**28,377**	**134,102**	**6,530**
Grand Forks	70.5	.0287	26.7	20.7	20.3	15.5	17.6	24.2	495,039	62,202	33,447	120,611	28,377	134,102	6,530
• Grand Forks	45.5	.0185	27.1	23.0	19.2	15.5	18.9	16.6	464,983	56,860	30,542	119,447	28,014	123,614	5,727
SUBURBAN TOTAL	25.0	.0102	26.0	16.7	21.5	15.5	15.3	7.6	30,056	5,342	2,905	1,164	363	10,488	803
OTHER COUNTIES															
Adams	3.7	.0015	35.6	8.3	15.3	18.0	32.8	~~1.3~~	21,626	8,179	2,181	1,929		2,799	1,005
Barnes	13.2	.0054	34.5	12.8	14.2	15.9	33.4	5.0	92,154	16,741	5,988	7,151	2,512	29,506	2,967
Benson	8.1	.0033	31.8	8.2	13.1	16.1	29.7	2.5	8,206	3,042	1,192	105	185	526	114
Billings	1.2	.0005	31.3	9.5	14.4	18.9	25.8	.4	1,830	554	894				
Bottineau	9.2	.0037	35.5	9.7	14.1	16.8	33.8	3.2	38,027	6,482	3,474	852	1,569	10,654	1,182
Bowman	4.3	.0018	32.1	9.3	15.4	18.8	26.8	1.6	19,203	4,891	2,083	689	461	6,038	826
Burke	3.5	.0014	41.0	6.4	12.1	16.0	39.3	1.4	11,561	1,917	1,508	319	275	3,498	236
Cavalier	7.2	.0029	36.7	7.6	13.6	18.4	33.7	2.6	28,788	6,387	1,825	397	1,249	7,159	1,081
Dickey	7.4	.0031	34.9	9.6	14.3	16.9	32.9	2.5	33,974	7,581	3,460	846	876	9,308	1,724
Divide	3.3	.0013	42.2	6.6	12.4	16.8	41.4	1.2	10,876	2,826	943	504		2,493	197
Dunn	4.8	.0020	32.2	9.8	14.8	18.2	27.7	1.6	12,758	3,863	865		43	6,120	121
Eddy	3.0	.0012	40.4	7.5	12.5	15.8	39.9	1.3	12,490	2,923	679	120	172	3,761	280
Emmons	5.6	.0023	37.1	6.9	10.8	18.6	34.0	2.0	26,902	6,861	1,463	503	382	8,025	389
Foster	4.5	.0018	35.1	8.6	13.4	17.5	32.6	1.6	33,258	5,740	1,957	543	341	10,811	698
Golden Valley	2.4	.0010	35.1	7.7	14.0	17.0	33.1	.9	18,168	2,835	1,388	111	288	8,260	77
Grant	4.2	.0017	36.0	6.9	13.7	17.8	33.4	1.5	14,276	2,813	887		60	5,430	483
Griggs	3.6	.0014	40.3	6.9	14.4	15.6	40.1	1.4	9,903	4,274	754	357		1,881	205
Hettinger	4.1	.0017	36.5	7.8	13.5	18.2	33.6	1.5	19,409	5,214	1,663	468	57	9,326	738
Kidder	3.8	.0016	36.1	7.3	12.8	19.1	32.4	1.4	6,412	1,429	556		86	1,017	140
La Moure	6.2	.0025	37.7	7.6	12.6	17.2	36.0	2.3	17,966	5,048	1,900	263	63	3,948	413
Logan	3.2	.0013	40.6	5.8	10.2	18.9	38.0	1.2	18,649	3,230	934		323	10,644	223
McHenry	7.4	.0030	37.7	7.4	12.8	17.8	35.6	2.8	16,037	4,016	1,536	44	167	3,620	625
McIntosh	4.5	.0018	45.9	6.3	9.6	18.6	44.6	1.9	25,461	7,381	[illegible]	135	427	9,221	580
McKenzie	8.2	.0034	30.2	10.5	16.7	17.7	24.3	2.7	35,773	12,621	3,867		412	5,557	985
McLean	12.8	.0052	33.6	8.1	16.0	17.2	30.6	4.4	30,138	16,788	3,782	402	990	6,444	1,086
Mercer	13.8	.0056	30.6	10.5	19.0	18.5	23.2	5.0	54,879	14,288	7,147	1,242	1,278	12,024	1,594
Mountrail	8.0	.0033	34.4	7.9	14.4	17.2	32.0	2.9	31,644	9,239	2,618	709	471	10,055	1,612
Nelson	5.1	.0021	43.2	6.2	11.8	17.5	42.7	2.0	37,515	6,945	2,585	969	143	6,455	603
Oliver	2.6	.0010	30.3	9.5	16.1	19.2	22.3	.8	1,785	570	559				
Pembina	10.4	.0042	35.5	7.7	15.3	17.3	33.2	3.7	47,991	11,407	3,768	626	383	17,740	1,515
Pierce	6.1	.0025	36.8	8.3	11.9	17.1	34.5	2.0	44,195	8,587	3,409	2,741	670	16,254	733
Ramsey	13.2	.0054	34.0	10.1	14.9	16.3	31.7	5.0	107,917	21,137	9,053	5,714	3,577	33,513	3,941
Ransom	6.6	.0027	37.6	7.0	14.6	16.3	36.6	2.4	32,672	8,801	4,425	317	1,146	6,372	1,398
Renville	3.5	[illegible]	36.5	8.9	13.1	14.1	32.8	1.3	11,382	3,791	530		113	1,058	299
Richland	20.1	.0082	[illegible]	[illegible]	14.5	15.1	29.0	6.9	96,273	18,854	5,182	10,502	8,260	23,926	1,545

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N.D. (cont.)

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Rolette	13.0	.0053	26.7	10.1	14.2	16.9	21.3	3.7	39,215	13,836	1,504	633	382	11,627	1,009
Sargent	5.2	.0021	34.1	8.4	15.4	17.5	31.0	2.0	12,448	3,803	1,660	817	158	1,253	227
Sheridan	2.7	.0011	39.7	7.0	12.1	19.9	36.4	1.0	3,939	571	280		173	1,167	107
Sioux	4.0	.0016	23.7	10.2	14.8	17.8	15.6	.9	6,781	1,952	595	932		97	
Slope	1.2	.0005	33.0	9.3	13.9	17.9	29.4	.4	1,467	103	890				
Stark	25.3	.0103	28.2	15.2	17.9	16.1	21.8	8.6	247,129	37,330	14,905	15,856	12,028	92,118	6,298
Steele	2.8	.0012	37.7	7.2	13.4	19.1	34.5	1.1	8,305	447	619	685		5,748	
Stutsman	24.6	.0100	32.9	11.0	16.9	18.0	28.4	9.1	165,443	35,359	15,516	8,929	7,307	46,259	3,209
Towner	4.1	.0017	39.0	8.0	12.8	16.4	38.0	1.6	20,935	4,259	1,961	188		8,472	746
Traill	9.6	.0039	36.6	11.5	12.9	16.1	35.7	3.5	37,604	5,892	4,124	333	1,043	16,471	1,625
Walsh	15.6	.0063	36.0	8.0	15.2	18.2	33.2	5.6	101,634	17,838	4,916	9,212	3,625	36,641	2,163
Ward	61.4	.0250	28.3	15.0	19.3	17.5	19.6	21.4	447,979	60,423	32,470	76,849	28,423	126,433	9,959
Wells	6.9	.0028	39.3	7.2	12.0	17.8	37.5	2.7	38,731	8,512	3,263	1,768	1,067	13,822	1,369
Williams	26.0	.0106	30.3	13.0	17.9	17.3	24.3	9.8	238,198	49,076	15,819	12,428	17,042	60,919	9,552
TOTAL METRO COUNTIES	**263.1**	**.1071**	**28.9**	**16.2**	**20.3**	**17.2**	**20.3**	**95.4**	**1,917,359**	**259,534**	**161,357**	**371,437**	**82,191**	**528,723**	**34,251**
TOTAL STATE	**694.3**	**.2827**	**30.9**	**12.8**	**17.3**	**17.3**	**25.7**	**249.0**	**4,337,265**	**746,210**	**347,264**	**538,625**	**180,418**	**1,243,193**	**100,130**

N.D.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BISMARCK	**1,146,536**	**26,622**	**21.3**	**27.5**	**19.3**	**15.9**	**.0376**
Burleigh	893,958	30,277	19.6	26.2	21.2	20.1	.0288
• Bismarck	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Morton	252,578	20,423	25.7	30.5	14.6	5.8	.0088
SUBURBAN TOTAL	404,130	22,347	24.2	29.7	16.2	9.3	.0126
FARGO - MOORHEAD	**1,936,731**	**26,167**	**21.7**	**28.2**	**19.1**	**14.9**	**.0627**
Cass	1,401,345	27,408	20.9	27.4	20.1	16.4	.0456
• Fargo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Clay, Minn.	535,386	23,709	23.5	30.0	16.8	11.4	.0171
• Moorhead	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	611,465	27,202	20.2	30.2	19.8	14.8	.0181
GRAND FORKS	**1,041,968**	**29,868**	**20.2**	**26.0**	**18.6**	**23.4**	**.0317**
Grand Forks	1,041,968	29,868	20.2	26.0	18.6	23.4	.0317
• Grand Forks	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SUBURBAN TOTAL	322,109	28,082	21.9	32.0	18.6	19.0	.0077
OTHER COUNTIES							
Adams	32,789	19,432	25.6	30.3	11.5	6.6	.0013
Barnes	146,732	21,047	25.5	28.2	13.4	10.1	.0051
Benson	67,311	19,687	27.5	28.8	12.4	8.0	.0030
Billings	15,443	28,143	26.0	21.3	14.4	22.3	.0005
Bottineau	98,052	21,280	27.2	26.1	14.8	12.2	.0031
Bowman	55,965	24,414	23.5	23.9	16.6	17.9	.0015
Burke	38,952	19,545	26.9	26.0	14.9	8.1	.0012
Cavalier	74,451	21,398	25.8	29.5	12.5	9.6	.0023
Dickey	62,195	16,940	29.0	25.8	9.3	7.4	.0023
Divide	39,633	24,429	21.1	28.8	16.1	15.6	.0011
Dunn	39,199	16,333	34.5	21.4	11.8	6.9	.0013
Eddy	30,852	17,468	31.8	27.2	10.1	4.6	.0010
Emmons	44,126	14,908	28.9	22.1	7.2	6.3	.0017
Foster	51,157	20,035	28.3	31.9	10.3	12.6	.0018
Golden Valley	27,634	[illegible]	26.1	25.8	15.8	12.5	.0009
Grant	26,011	11,707	29.8	18.8	4.8	3.1	.0010
Griggs	40,044	21,351	26.3	27.6	16.0	9.8	.0011
Hettinger	37,934	17,844	31.9	26.1	9.9	7.1	.0013

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Kidder	25,511	12,862	32.9	18.4	4.4	4.9	.0008
La Moure	57,960	16,308	30.0	26.5	12.0	6.7	.0017
Logan	24,563	13,891	31.8	20.8	6.9	5.1	.0011
McHenry	64,576	17,104	26.7	26.2	10.6	5.5	.0019
McIntosh	35,106	12,375	29.7	18.8	6.9	3.4	.0014
McKenzie	102,812	27,978	20.9	26.4	18.2	20.9	.0029
McLean	151,316	26,218	22.0	24.4	19.9	17.0	.0045
Mercer	180,677	29,609	17.6	27.1	23.3	16.6	.0049
Mountrail	90,594	27,873	24.9	26.9	15.9	13.2	.0026
Nelson	52,055	18,500	26.0	26.0	12.7	7.9	.0019
Oliver	20,279	20,400	26.9	31.5	14.1	5.1	.0005
Pembina	113,175	21,979	25.3	28.8	14.5	11.9	.0037
Pierce	50,697	17,638	32.2	25.3	10.3	8.1	.0021
Ramsey	154,507	24,319	23.2	27.5	16.7	14.8	.0058
Ransom	75,290	23,592	25.1	28.0	18.1	11.9	.0023
Renville	39,608	22,613	23.8	29.2	15.0	12.2	.0012
Richland	247,069	25,840	22.7	29.6	16.1	16.3	.0072
Rolette	101,768	18,408	26.4	24.4	13.1	9.3	.0035
Sargent	57,416	21,900	26.1	30.4	15.4	9.1	.0015
Sheridan	29,956	22,370	22.0	30.3	13.7	12.0	.0008
Sioux	22,581	17,222	29.2	24.2	11.6	7.8	.0008
Slope	8,743	16,000	30.6	21.2	10.0	6.5	.0003
Stark	320,718	28,168	19.2	26.6	18.6	20.2	.0119
Steele	30,991	21,182	24.7	29.5	12.3	11.4	.0007
Stutsman	302,674	24,259	21.9	28.3	17.1	14.3	.0101
Towner	46,175	21,632	23.7	28.6	15.4	9.8	.0015
Traill	105,770	22,187	24.7	29.0	14.9	11.2	.0031
Walsh	175,604	22,744	23.1	27.7	14.4	13.7	.0060
Ward	735,390	24,784	25.1	28.7	17.6	14.2	.0252
Wells	75,401	20,133	26.1	26.1	13.8	10.4	.0024
Williams	366,892	29,596	18.4	28.3	21.1	18.3	.0125
TOTAL METRO COUNTIES	**3,589,849**	**27,700**	**20.9**	**27.1**	**19.4**	**18.0**	**.1149**
TOTAL STATE	**8,394,203**	**24,394**	**23.1**	**27.2**	**17.0**	**14.8**	**.2718**

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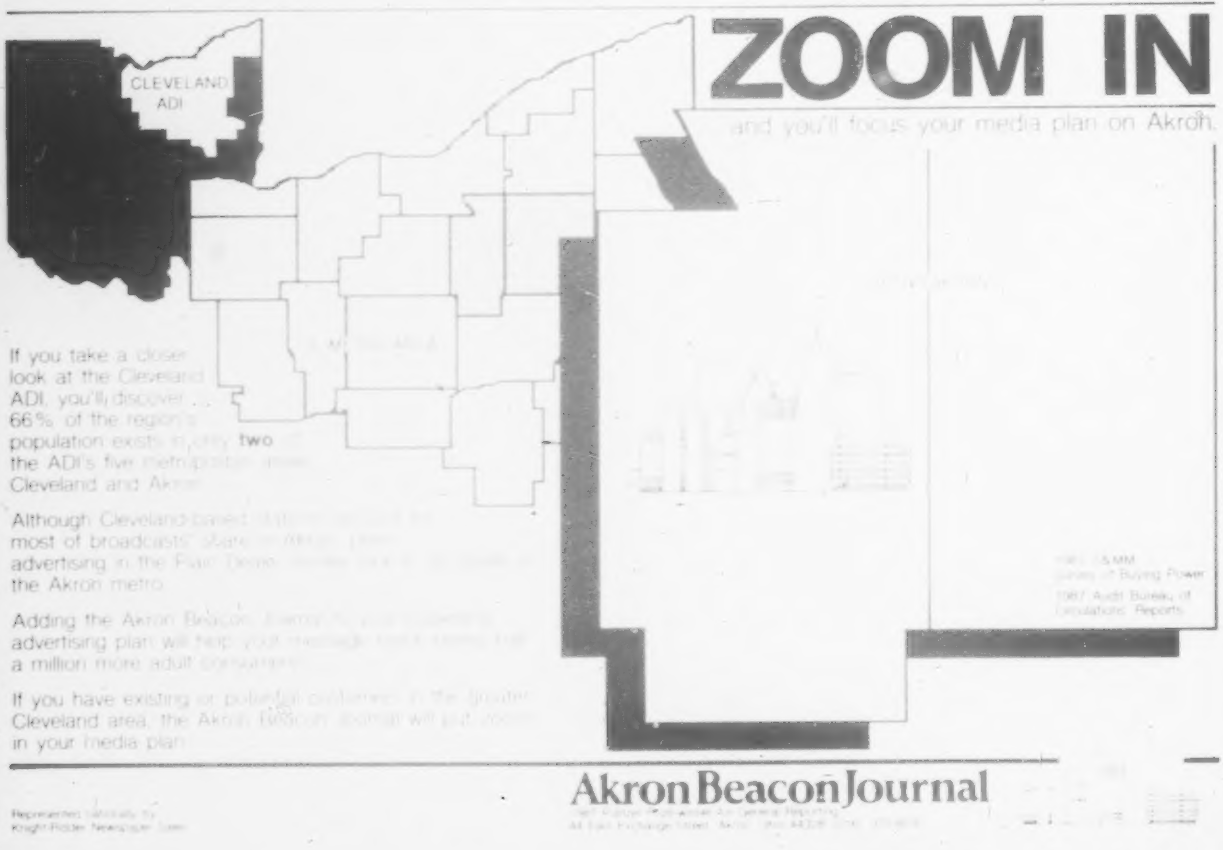
Ohio

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				*18-24 Years	25-34 Years	35-49 Years	50 & Over								
AKRON	**648.5**	**.2640**	**32.4**	**11.9**	**17.4**	**19.5**	**26.0**	**243.8**	**3,994,632**	**860,970**	**424,815**	**461,264**	**173,384**	**840,718**	**154,362**
Portage	140.1	.0571	29.0	16.1	18.2	19.7	19.4	48.6	621,417	141,429	64,826	50,653	13,935	172,650	18,252
• Kent	28.7	.0117	24.3	36.6	20.3	11.5	14.6	10.2	218,106	35,608	27,301	30,904	3,973	19,396	3,793
Summit	508.4	.2069	33.3	10.7	17.3	19.4	27.7	195.2	3,373,215	719,541	359,989	410,611	159,449	668,068	136,110
• Akron	223.1	.0908	32.8	12.2	17.6	16.3	29.8	90.6	1,566,130	292,780	173,434	269,526	77,453	289,518	61,289
• Barberton	27.9	.0114	33.5	11.9	16.9	16.5	30.9	11.1	149,654	36,427	18,574	17,716	3,089	31,765	7,891
Cuyahoga Falls	49.2	.0200	35.5	10.8	16.9	17.7	29.5	19.8	319,051	72,806	38,026	12,956	13,185	91,088	19,411
SUBURBAN TOTAL	368.8	.1501	32.9	9.9	17.3	22.2	24.1	131.9	2,060,742	496,155	205,506	143,118	88,869	440,039	81,389
CANTON	**404.7**	**.1649**	**33.2**	**10.1**	**17.0**	**19.8**	**27.1**	**148.2**	**2,372,321**	**513,639**	**234,083**	**299,506**	**118,114**	**490,480**	**84,332**
Carroll	28.1	.0115	32.1	9.2	17.3	19.5	25.5	9.8	92,762	17,764	5,576	9,056	3,046	29,774	845
Stark	376.6	.1534	33.3	10.1	17.1	19.8	27.2	138.4	2,279,559	495,875	228,507	290,450	115,068	460,706	83,487
• Canton	88.0	.0358	33.3	11.1	16.9	16.0	[illegible]	35.8	661,230	114,971	58,584	85,087	28,228	161,868	24,920
• Massillon	32.5	.0132	34.3	10.8	15.5	17.8	31.9	12.6	270,050	78,820	16,885	18,444	8,312	73,915	10,126
SUBURBAN TOTAL	284.2	.1159	33.1	9.6	17.3	21.2	25.4	99.8	1,441,041	319,848	158,614	195,975	81,574	254,697	49,286
CINCINNATI	**1,423.6**	**.5796**	**32.0**	**11.1**	**17.3**	**19.4**	**25.4**	**534.9**	**9,513,583**	**1,942,762**	**1,038,668**	**1,485,433**	**441,873**	**1,991,991**	**417,075**
Clermont	142.7	.0581	29.8	10.6	19.0	21.1	18.9	49.9	716,698	149,712	50,601	128,431	36,167	185,582	19,500
Hamilton	863.3	.3515	32.8	11.4	17.0	18.9	27.3	337.6	6,488,524	1,270,732	732,892	1,018,660	301,281	1,445,915	273,563
• Cincinnati	371.5	.1514	[illegible]	[illegible]	18.4	15.4	29.3	[illegible]	2,587,488	474,388	343,235	368,298	101,127	573,053	122,852
Warren	106.4	.0433	30.8	10.9	18.8	22.3	19.7	36.3	432,297	122,079	47,860	61,073	19,467	51,910	18,725
Dearborn, Ind.	*38.4*	*.0156*	*32.2*	*9.0*	*16.4*	*20.5*	*25.0*	*13.2*	*143,407*	*37,522*	*11,363*	*15,558*	*6,083*	*32,696*	*7,853*
Boone, Ky.	*52.1*	*.0212*	*30.0*	*10.0*	*19.3*	*21.6*	*18.8*	*17.7*	*565,431*	*84,059*	*61,930*	*130,927*	*17,293*	*89,433*	*22,088*
Campbell, Ky.	*81.2*	*.0331*	*32.3*	*11.0*	*15.9*	*18.4*	*27.3*	*29.2*	*395,160*	*96,250*	*43,580*	*32,540*	*19,923*	*70,358*	*32,225*
Kenton, Ky.	*139.5*	*.0568*	*31.6*	*10.8*	*17.2*	*18.8*	*25.3*	*51.0*	*772,066*	*182,408*	*90,442*	*98,244*	*41,659*	*116,088*	*43,121*
Covington	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	*151,774*	*71,834*	*46,329*	*24,188*	*19,662*	*97,829*	*18,170*
SUBURBAN TOTAL	1,051.8	.4282	32.0	10.2	17.0	20.9	23.9	373.4	6,926,095	1,468,374	695,433	1,117,135	340,746	1,418,938	294,223
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,699.0*	*.6917*	*31.8*	*11.5*	*17.5*	*19.6*	*24.8*	*633.3*	*10,810,683*	*2,242,916*	*1,176,637*	*1,633,044*	*499,026*	*2,317,782*	*464,955*
CLEVELAND	**1,842.7**	**.7502**	**34.0**	**10.2**	**16.8**	**19.8**	**28.6**	**712.3**	**12,736,299**	**2,499,025**	**1,298,222**	**1,847,966**	**647,813**	**2,577,473**	**680,672**
Cuyahoga	1,428.0	.5814	34.7	10.6	16.5	19.6	[illegible]	[illegible]	10,354,382	1,987,244	1,104,119	1,342,854	561,466	1,975,627	599,498



ZOOM IN

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Although Cleveland-based [illegible] most of broadcasts' share in Akron, [illegible] advertising in the Plain Dealer [illegible] the Akron metro.

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1987 S&MM Survey of Buying Power

1987 Audit Bureau of Circulations' Reports

Akron Beacon Journal

[illegible]

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OHIO (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
• Cleveland	534.4	.2176	32.9	11.6	16.4	17.0	29.5	215.5	2,811,736	626,640	393,083	363,043	149,554	391,068	226,531
Cleveland Heights	55.0	.0224	32.8	9.5	22.1	18.6	26.5	21.6	358,180	73,286	26,716	42,592	9,328	97,644	20,456
Euclid	56.6	.0230	38.7	10.1	17.2	16.7	37.7	25.5	390,805	61,419	30,935	54,548	31,029	107,788	15,219
Lakewood	59.0	.0240	33.7	10.8	20.9	17.0	30.2	27.3	303,120	66,117	36,640	5,913	5,668	121,008	17,350
Parma	90.3	.0368	37.0	10.5	15.6	18.8	33.9	34.5	729,751	138,629	66,617	157,007	28,933	155,156	19,551
Geauga	77.4	.0315	32.4	8.4	16.0	24.1	21.7	25.3	275,975	74,789	20,681	17,954	8,386	54,994	14,146
Lake	216.3	.0880	32.2	10.0	18.1	21.8	23.1	78.4	1,572,901	300,139	133,235	250,238	56,328	427,389	35,879
Mentor	43.5	.0177	31.6	8.6	19.1	24.1	19.4	15.0	596,934	74,913	44,301	157,622	30,462	126,868	10,705
Medina	121.0	.0493	30.9	8.8	18.8	23.3	19.1	40.1	533,041	136,853	40,187	36,920	21,633	119,463	31,149
SUBURBAN TOTAL	1,308.3	.5326	34.5	9.6	17.2	20.9	28.2	496.8	9,924,563	1,872,385	905,139	1,484,923	498,259	2,186,405	454,141
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,765.2***	***1.1258***	***33.3***	***10.6***	***17.2***	***19.7***	***27.3***	***1,052.7***	***18,115,615***	***3,680,750***	***1,842,358***	***2,491,006***	***879,502***	***3,743,707***	***898,131***
COLUMBUS	**1,314.2**	**.5351**	**31.1**	**12.8**	**19.2**	**20.1**	**22.4**	**504.1**	**8,959,190**	**1,643,700**	**942,466**	**1,275,548**	**462,540**	**2,163,501**	**293,044**
Delaware	61.3	.0250	31.6	11.4	17.5	22.3	21.6	21.3	230,122	49,721	19,368	11,260	5,449	69,153	7,059
Fairfield	99.3	.0404	32.8	8.6	16.9	22.7	23.5	34.8	411,942	98,314	41,527	37,925	19,949	88,708	11,798
• Lancaster	35.5	.0145	33.6	10.2	16.9	18.6	29.1	14.0	308,728	71,737	31,743	29,999	18,368	61,217	9,651
Franklin	914.1	.3722	30.6	13.9	19.8	19.3	22.1	363.8	7,260,521	1,270,148	782,394	1,115,913	391,676	1,769,266	232,547
• Columbus	575.2	.2342	29.7	16.2	21.1	17.1	21.7	236.6	4,714,208	722,830	543,784	786,155	279,161	1,107,051	138,244
Licking	126.9	.0517	32.6	10.8	16.6	21.6	24.4	46.9	572,317	115,704	59,834	71,164	30,637	121,316	21,543
• Newark	41.8	.0170	33.5	11.1	17.0	17.7	29.7	17.4	335,817	82,492	30,179	63,150	9,658	59,063	14,628
Madison	34.4	.0140	31.3	11.0	21.2	20.2	22.0	11.0	158,273	36,284	13,077	11,227	4,407	44,260	7,264
Pickaway	45.7	.0186	32.7	10.0	17.2	23.1	22.9	15.2	221,202	51,069	18,510	13,248	7,657	45,776	9,502
Union	32.5	.0132	32.4	9.9	17.4	21.2	24.3	11.1	104,813	22,460	7,756	14,811	2,765	25,022	3,331
SUBURBAN TOTAL	661.7	.2694	32.3	10.1	17.7	23.0	22.2	236.1	3,600,437	766,641	336,760	396,244	155,353	936,170	130,521
DAYTON - SPRINGFIELD	**935.0**	**.3806**	**32.6**	**11.0**	**17.4**	**20.9**	**24.9**	**359.8**	**5,904,252**	**1,197,521**	**587,701**	**854,147**	**290,887**	**1,339,367**	**187,493**
Clark	146.7	.0597	33.0	10.5	16.3	19.9	26.9	55.3	731,419	152,489	62,513	126,500	26,849	153,212	25,020
• Springfield	69.3	.0282	32.5	12.5	16.3	16.1	29.8	27.9	405,976	88,383	46,066	38,326	18,934	90,539	18,157
Greene	129.9	.0528	31.0	13.0	17.7	22.9	19.9	46.0	662,384	146,596	51,607	50,898	14,974	232,465	14,788
Miami	91.8	.0374	33.4	9.2	16.5	21.8	25.5	34.1	467,813	96,122	31,025	44,376	16,827	110,105	13,732
Montgomery	566.6	.2307	32.7	10.9	17.6	20.6	25.4	224.4	4,042,636	802,314	442,556	632,373	232,237	843,585	133,953
• Dayton	180.4	.0734	31.9	13.4	17.2	16.4	28.3	77.7	1,249,525	202,681	132,660	164,883	76,554	318,941	46,489
Kettering	60.1	.0245	36.5	10.0	16.4	20.7	31.5	25.6	476,225	123,216	50,672	55,993	18,924	44,519	19,200
SUBURBAN TOTAL	685.3	.2790	32.8	10.2	17.5	22.6	23.5	254.2	4,248,751	906,457	408,975	650,938	195,399	929,887	122,847
HAMILTON - MIDDLETOWN	**275.4**	**.1121**	**30.7**	**13.8**	**17.2**	**20.3**	**22.3**	**98.4**	**1,297,100**	**300,154**	**137,969**	**147,611**	**57,153**	**325,791**	**47,880**
Butler	275.4	.1121	30.7	13.8	17.2	20.3	22.3	98.4	1,297,100	300,154	137,969	147,611	57,153	325,791	47,880
• Hamilton	64.5	.0263	32.3	11.5	16.9	17.0	28.4	25.6	403,251	106,292	49,024	52,877	26,268	59,353	17,253
• Middletown	45.2	.0184	33.6	10.9	16.4	18.2	29.5	18.5	300,995	69,043	32,828	62,521	15,627	50,574	9,307
SUBURBAN TOTAL	165.7	.0674	29.4	15.5	17.7	22.2	18.0	54.3	592,854	124,819	56,117	32,213	15,258	215,864	21,320
LIMA	**157.8**	**.0642**	**32.0**	**10.4**	**16.6**	**18.3**	**26.8**	**57.0**	**1,014,043**	**184,221**	**99,206**	**169,865**	**45,569**	**218,470**	**34,192**
Allen	113.0	.0460	32.0	10.6	16.7	18.4	26.7	41.0	804,467	138,795	78,462	154,310	35,549	169,828	26,849
• Lima	47.2	.0192	31.1	11.4	16.8	15.4	28.0	18.0	290,939	71,079	21,682	17,141	13,720	66,506	17,805
Auglaize	44.8	.0182	32.1	9.9	16.8	18.1	26.9	16.0	209,576	45,426	20,744	15,555	10,020	48,642	7,343
SUBURBAN TOTAL	110.6	.0450	32.5	10.0	16.5	19.5	26.3	39.0	723,104	113,142	77,524	152,724	31,849	151,964	16,387
LORAIN - ELYRIA	**274.0**	**.1116**	**30.6**	**10.9**	**17.7**	**19.9**	**22.4**	**96.6**	**1,384,684**	**320,755**	**119,321**	**181,776**	**58,305**	**325,516**	**63,097**
Lorain	274.0	.1116	30.6	10.9	17.7	19.9	22.4	96.6	1,384,684	320,755	119,321	181,776	58,305	325,516	63,097
• Elyria	56.5	.0236	30.5	11.8	19.0	17.2	22.9	22.2	432,045	60,612	34,202	119,211	24,772	79,975	17,690
• Lorain	[illegible]	.0297	30.9	11.2	[illegible]	17.8	[illegible]	27.0	322,359	84,318	30,021	34,590	14,217	69,245	18,883

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Represented Nationally by **Landon Associates, Inc.**

For more information call your nearest Landon office or John Ryan/216-447-6066 or Gary Oliver/447-3861 at the Cleveland office.

OHIO (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
SUBURBAN TOTAL	143.0	.0583	30.7	10.4	17.6	21.9	20.6	47.4	630,380	175,825	55,098	27,975	19,316	176,296	26,524
MANSFIELD	**129.3**	**.0526**	**32.6**	**10.6**	**16.9**	**20.7**	**25.3**	**48.5**	**832,328**	**140,115**	**64,817**	**159,837**	**34,135**	**194,132**	**23,557**
Richland	129.3	.0526	32.6	10.6	16.9	20.7	25.3	48.5	832,328	140,115	64,817	159,837	34,135	194,132	23,557
• Mansfield	51.6	.0210	32.6	12.8	17.3	16.8	29.1	20.9	482,876	79,689	39,758	66,089	24,710	144,197	13,731
SUBURBAN TOTAL	77.7	.0316	32.6	9.2	16.7	23.2	22.8	27.6	349,452	60,426	25,059	93,748	9,425	49,935	9,826
PARKERSBURG - MARIETTA	**157.7**	**.0642**	**33.2**	**10.1**	**16.7**	**20.4**	**26.6**	**59.6**	**968,855**	**178,630**	**81,270**	**152,244**	**45,890**	**219,818**	**46,266**
Washington	65.7	.0267	32.6	10.8	16.5	20.2	25.8	23.8	336,065	65,987	30,965	35,117	16,869	68,233	26,254
• Marietta	16.6	.0068	33.1	15.7	15.7	16.1	30.9	6.5	197,117	35,394	22,781	29,709	10,356	28,287	20,672
Wood, W. Va.	*92.0*	*.0375*	*33.6*	*9.6*	*16.7*	*20.6*	*27.1*	*35.8*	*632,790*	*112,643*	*50,305*	*117,127*	*29,021*	*151,585*	*20,012*
• *Parkersburg*	*38.7*	*.0138*	*36.4*	*9.7*	*15.4*	*17.8*	*34.0*	*16.6*	*432,115*	*89,349*	*35,722*	*63,417*	*15,401*	*121,707*	*16,795*
SUBURBAN TOTAL	102.4	.0416	32.2	9.4	17.1	22.1	23.1	36.5	339,623	53,887	22,767	59,118	20,133	69,824	8,799
STEUBENVILLE - WEIRTON	**152.6**	**.0622**	**34.3**	**10.3**	**16.0**	**19.2**	**29.6**	**57.1**	**731,105**	**199,244**	**64,297**	**91,824**	**34,524**	**129,402**	**33,278**
Jefferson	84.9	.0346	34.9	10.0	15.6	19.0	30.9	31.7	412,344	97,289	29,903	61,550	21,948	83,082	14,125
• Steubenville	23.4	.0095	39.0	11.0	14.2	16.6	38.1	9.3	227,640	36,249	17,007	47,442	15,713	41,424	10,402
Brooke, W. Va.	*29.1*	*.0119*	*33.2*	*11.9*	*16.1*	*19.4*	*27.7*	*10.6*	*111,217*	*32,077*	*14,154*	*7,692*	*6,596*	*16,391*	*6,327*
Hancock, W. Va.	*38.6*	*.0157*	*33.8*	*9.9*	*16.5*	*19.7*	*28.3*	*14.8*	*207,544*	*69,878*	*20,240*	*22,582*	*5,980*	*29,929*	*12,826*
• *Weirton*	*23.2*	*.0094*	*36.6*	*10.3*	*15.4*	*19.2*	*32.8*	*9.3*	*195,331*	*55,106*	*19,930*	*24,392*	*6,187*	*33,817*	*11,940*
SUBURBAN TOTAL	106.0	.0433	33.1	10.2	16.6	19.8	27.0	38.5	307,934	107,889	27,360	19,990	12,624	54,161	10,936
TOLEDO	**615.6**	**.2505**	**31.3**	**12.7**	**17.5**	**18.0**	**25.6**	**232.0**	**4,732,575**	**917,535**	**483,905**	**841,574**	**266,739**	**974,113**	**202,566**
Fulton	40.7	.0165	31.1	9.7	17.2	19.4	24.0	14.3	214,895	44,742	11,490	11,902	15,684	69,799	8,363
Lucas	462.1	.1881	32.1	11.2	17.6	18.0	26.9	179.0	3,770,428	704,019	397,675	729,050	208,726	767,949	160,402
• Toledo	341.0	.1388	32.0	11.7	17.7	16.7	28.1	135.8	2,559,789	522,752	303,527	597,304	122,355	275,795	127,429
Wood	112.8	.0459	28.3	19.8	17.4	17.6	20.8	38.7	747,252	168,774	74,740	100,622	42,329	136,365	33,801
• Bowling Green	26.2	.0107	23.2	50.8	13.8	10.3	12.7	7.6	219,268	47,740	25,085	24,699	8,480	52,409	8,794
SUBURBAN TOTAL	248.4	.1010	31.7	10.0	17.6	20.7	23.5	88.6	1,953,518	347,043	155,293	219,571	135,904	645,909	66,343
YOUNGSTOWN - WARREN	**512.0**	**.2085**	**33.9**	**10.1**	**16.5**	**19.2**	**28.9**	**190.9**	**2,925,554**	**588,354**	**275,473**	**462,799**	**142,421**	**561,942**	**109,021**
Mahoning	276.6	.1126	34.5	10.3	16.0	18.4	30.8	103.7	1,650,107	338,043	151,274	239,485	91,716	312,918	65,893
• Youngstown	105.8	.0431	34.4	11.2	15.5	15.4	35.6	40.7	583,036	154,824	49,085	36,861	19,943	142,476	30,160
Trumbull	235.4	.0959	33.2	9.8	16.9	20.2	26.7	87.2	1,275,447	250,311	124,199	223,314	50,705	249,024	43,128
• Warren	52.8	.0215	33.7	10.7	16.1	17.4	30.4	20.9	409,464	91,734	46,746	15,002	20,495	131,201	18,163
SUBURBAN TOTAL	353.4	.1439	33.8	9.6	16.9	20.6	27.3	129.3	1,933,054	341,796	179,642	410,935	101,983	288,265	60,698
OTHER COUNTIES															

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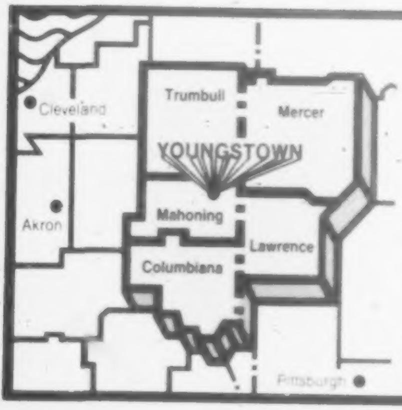
OHIO (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Adams	26.2	.0107	32.3	9.7	14.7	18.9	27.1	9.2	72,722	15,961	2,516	5,781	1,692	27,088	3,233
Ashland	46.6	.0189	32.4	11.8	15.9	19.7	26.2	16.7	221,935	55,826	19,681	13,028	9,931	60,453	7,176
Ashtabula	102.8	.0419	32.9	9.3	16.4	19.0	27.5	37.2	527,179	141,945	42,051	63,978	17,319	116,167	17,518
Athens	57.9	.0236	27.5	24.5	16.5	16.0	21.6	19.6	255,004	56,494	27,186	23,860	12,663	51,608	6,403
☐ Belmont	79.2	.0323	34.9	9.4	10.2	18.0	31.9	30.7	520,319	110,932	37,014	140,902	21,535	72,600	17,893
Brown	35.2	.0143	32.1	9.4	15.7	19.5	26.0	12.4	70,311	24,875	7,497	1,926	1,664	10,443	2,060
Champaign	35.0	.0142	33.1	9.6	16.3	20.7	26.3	12.9	114,626	38,221	7,939	7,134	3,786	18,518	5,770
Clinton	36.1	.0147	32.2	10.9	16.4	19.2	26.3	13.5	180,939	50,003	13,151	9,052	8,262	51,833	6,258
Columbiana	111.0	.0452	33.4	9.6	16.4	19.2	28.2	41.3	515,500	133,497	37,824	50,930	23,291	126,597	18,430
Coshocton	36.8	.0150	34.0	9.1	15.9	19.8	28.5	14.0	138,278	39,457	12,478	12,075	5,572	23,270	5,795
Crawford	49.1	.0200	33.3	9.7	16.1	20.3	27.0	18.6	188,732	52,962	18,494	14,114	5,854	38,544	9,202
Darke	56.7	.0230	32.5	9.5	16.1	19.5	26.4	20.6	232,354	44,974	18,403	15,680	8,508	75,841	6,931
Defiance	40.9	.0167	30.2	11.3	17.0	19.2	22.6	14.3	201,724	46,376	12,889	22,708	8,666	46,993	6,981
Erie	78.9	.0321	32.9	10.0	16.6	20.2	26.3	29.1	489,832	88,975	56,392	81,060	22,119	100,534	16,324
Fayette	27.5	.0112	33.4	9.3	16.5	19.8	27.5	10.1	146,180	38,935	13,539	9,882	3,475	20,206	6,662
Gallia	31.0	.0127	32.7	11.3	16.2	20.5	25.8	10.9	161,663	34,260	12,498	18,146	9,917	33,068	5,950
Guernsey	41.1	.0168	33.6	9.4	~~16.2~~	18.5	29.2	15.1	169,961	41,501	21,355	21,191	7,747	27,083	3,002
Hancock	65.1	.0265	32.2	10.7	16.9	19.8	25.4	24.9	342,030	63,371	34,017	44,316	16,086	97,653	10,916
Hardin	32.6	.0132	30.9	14.6	15.9	18.0	25.4	11.9	116,784	38,065	10,557	9,822	5,889	18,215	5,329
Harrison	16.8	.0069	34.0	9.1	15.8	18.4	30.0	6.1	39,638	11,820	1,733	672	1,092	15,423	1,481
Henry	28.5	.0116	32.3	10.2	16.1	19.0	26.6	10.4	151,628	31,637	9,079	10,997	6,628	37,317	7,144
Highland	35.8	.0146	34.3	9.0	14.9	19.1	29.8	13.4	131,029	38,671	10,436	10,015	3,911	27,000	9,624
Hocking	25.6	.0104	33.1	9.8	15.9	20.0	26.9	9.7	96,899	20,505	6,390	11,198	1,894	22,295	3,450
Holmes	30.5	.0124	28.0	10.2	16.0	17.5	21.2	8.9	91,843	19,295	6,720	2,489	4,223	18,046	1,230
Huron	56.1	.0228	31.2	10.0	16.9	19.2	24.4	20.3	253,628	52,639	22,079	24,174	14,469	75,150	11,405
Jackson	30.4	.0124	33.1	9.6	15.7	18.6	28.3	11.1	117,829	24,181	7,963	13,265	4,174	24,271	9,393
Knox	48.4	.0197	33.0	13.0	15.4	19.4	27.4	17.5	198,147	49,515	18,511	22,660	7,445	46,031	7,712
☐ Lawrence	63.8	.0260	32.9	9.2	15.9	20.4	26.3	23.3	184,240	55,008	14,671	16,687	13,387	28,904	12,446
Logan	41.4	.0168	33.6	9.1	16.0	18.3	29.5	15.6	156,016	36,448	11,535	10,296	4,515	37,801	7,006
Marion	65.5	.0267	32.0	10.0	18.7	20.3	24.2	23.7	327,029	63,505	29,434	52,678	13,647	75,617	9,181
Meigs	24.4	.0099	33.5	9.1	16.2	19.2	28.4	9.0	66,673	17,799	4,500	2,917	6,791	13,036	4,646
Mercer	39.6	.0161	30.5	10.8	16.0	17.2	25.5	13.3	150,206	33,295	14,474	22,148	5,953	30,863	5,251
Monroe	16.2	.0066	33.3	9.2	16.2	19.4	27.9	6.1	46,775	15,698	1,575	2,488	814	13,948	1,603
Morgan	14.5	.0059	33.7	8.6	15.2	18.4	29.7	5.2	34,542	11,168	2,331	917	1,212	10,141	1,149
Morrow	28.0	.0114	31.6	9.0	16.8	21.6	22.7	9.8	56,328	12,422	5,506	3,124	1,054	12,482	1,262
Muskingum	84.6	.0344	32.7	10.6	15.9	19.1	27.2	31.7	448,284	88,980	40,410	66,003	20,278	92,814	16,979
Noble	11.7	.0048	33.4	9.6	15.1	17.5	30.1	4.3	40,117	10,440	1,922	442	1,713	13,675	1,012
Ottawa	40.9	.0166	34.2	9.2	15.7	20.0	28.7	15.4	263,022	56,778	34,759	12,069	8,594	72,562	6,910
Paulding	21.6	.0088	30.3	10.2	16.7	19.4	22.7	7.5	45,772	12,959	3,573	345	3,768	12,957	2,080
Perry	32.9	.0134	31.5	10.2	15.8	18.0	26.4	11.5	69,409	24,051	4,212	4,204	1,511	17,119	2,870
Pike	24.8	.0101	32.7	9.8	15.3	19.6	26.9	8.9	92,660	22,880	6,930	5,012	2,725	18,390	5,636
Preble	40.7	.0165	32.9	9.2	18.6	20.9	25.6	14.7	103,094	29,223	12,086	1,990	2,371	15,863	4,195
Putnam	33.5	.0137	29.5	11.3	15.7	17.4	24.0	[illegible]	122,616	31,400	11,472	1,890	5,473	31,702	6,709
Ross	68.5	.0279	34.2	9.4	16.9	21.5	27.1	23.8	281,842	61,434	25,186	50,084	14,977	48,697	11,502
Sandusky	65.0	.0265	31.6	10.3	16.5	19.7	25.4	23.6	348,348	86,613	29,013	24,460	15,806	65,906	15,495
Scioto	83.0	.0338	33.5	9.5	15.9	18.8	28.9	30.2	413,364	79,769	37,245	61,641	27,962	99,016	11,450
Seneca	62.0	.0252	31.1	11.3	16.4	18.0	25.6	21.8	248,303	54,161	21,394	23,047	12,410	32,548	10,728
Shelby	44.3	.0180	30.7	10.2	17.1	19.0	23.6	15.1	153,985	41,134	18,495	9,059	5,158	33,772	6,447
Tuscarawas	86.5	.0352	33.9	9.7	16.4	19.3	28.8	33.1	389,086	80,438	32,218	41,368	20,659	92,476	11,924
Van Wert	31.0	.0127	33.3	9.6	16.5	18.4	28.8	11.6	111,402	26,473	9,838	6,916	2,706	37,146	5,311
Vinton	12.1	.0049	32.1	9.9	15.9	18.8	26.7	4.3	18,012	5,109	1,021	264	574	3,765	421
Wayne	103.6	.0422	30.8	11.8	17.7	19.8	22.8	36.7	447,950	107,583	35,562	39,733	23,453	124,684	11,914
Williams	38.0	.0155	32.4	10.0	16.4	19.3	26.5	14.1	177,881	39,677	16,873	14,156	2,363	35,209	6,285
Wyandot	22.6	.0093	33.7	10.1	15.6	19.0	28.0	8.1	90,894	16,916	9,023	4,171	5,747	22,661	3,135
TOTAL METRO COUNTIES	8,515.2	3.4668	32.5	11.3	17.4	19.7	25.9	3,224.9	55,243,465	11,037,728	5,611,884	8,164,313	2,727,714	11,947,738	2,262,722
TOTAL STATE	10,834.9	4.4112	32.5	11.1	17.3	19.6	26.0	4,064.3	65,173,470	13,358,041	6,483,849	9,145,888	3,156,225	14,242,235	2,629,202



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OHIO

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
AKRON	**8,332,810**	**26,827**	**20.4**	**28.1**	**19.3**	**15.6**	**.2604**
Portage	1,799,392	29,560	17.9	29.2	21.0	18.3	.0515
• Kent	326,461	22,156	22.6	25.5	15.1	13.7	.0117
Summit	6,533,418	26,108	21.0	27.7	18.9	15.0	.2089
• Akron	2,571,228	20,874	24.3	27.1	14.6	10.0	.0887
• Barberton	306,227	21,053	26.3	28.5	14.3	9.5	.0100
Cuyahoga Falls	661,419	27,997	20.5	31.5	23.1	12.1	.0205
SUBURBAN TOTAL	5,128,894	31,755	17.0	28.7	23.3	20.2	.1500
CANTON	**4,629,999**	**25,378**	**21.4**	**30.8**	**19.3**	**11.1**	**.1513**
Carroll	286,122	23,623	23.7	31.7	17.1	9.3	.0085
Stark	4,343,877	25,509	21.1	30.9	19.3	11.3	.1428
• Canton	922,208	19,262	25.1	27.6	12.3	7.9	.0348

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
• Massillon	346,513	21,307	25.4	28.0	16.9	8.0	.0133
SUBURBAN TOTAL	3,361,278	28,012	19.5	32.4	21.9	12.7	.1036
CINCINNATI	**19,227,042**	**27,575**	**19.5**	**26.6**	**19.2**	**18.1**	**.6012**
Clermont	1,675,240	28,226	19.0	32.0	22.5	13.1	.0518
Hamilton	12,376,010	26,998	19.5	25.2	17.8	19.5	.3895
• Cincinnati	4,755,368	20,130	23.7	25.3	13.2	11.9	.1548
Warren	1,460,643	33,588	15.9	26.6	24.4	22.8	.0398
Dearborn, Ind.	*422,560*	*26,567*	*20.2*	*29.9*	*19.7*	*13.2*	*.0125*
Boone, Ky.	*609,448*	*28,669*	*18.9*	*31.7*	*23.7*	*12.9*	*.0248*
Campbell, Ky.	*995,012*	*26,864*	*20.8*	*26.9*	*20.4*	*15.6*	*.0300*
Kenton, Ky.	*1,688,129*	*25,944*	*21.3*	*27.9*	*19.1*	*14.4*	*.0528*
Covington	*473,230*	*18,420*	*26.5*	*25.2*	*13.0*	*6.2*	*.0180*

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[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	212,900 [illegible]

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METRO & COUNTY TOTALS

OHIO (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	14,471,674	30,916	17.6	27.3	21.8	20.7	.4464
CINCINNATI - HAMILTON CONSOLIDATED AREA	***22,470,502***	***27,443***	***19.5***	***26.9***	***19.3***	***17.5***	***.6995***
CLEVELAND	**25,242,246**	**27,520**	**19.1**	**26.6**	**18.9**	**17.9**	**.7914**
Cuyahoga	19,594,134	25,990	19.9	25.6	17.7	17.3	.6233
• Cleveland	5,436,419	18,245	22.9	24.5	13.3	8.5	.1830
Cleveland Heights	864,324	30,166	18.2	26.8	18.5	23.5	.0249
Euclid	856,851	26,506	21.1	28.1	18.5	16.2	.0256
Lakewood	913,322	25,079	24.1	29.2	16.7	15.0	.0250
Parma	1,304,445	31,696	18.2	29.5	23.7	19.3	.0419
Geauga	1,145,872	35,728	13.8	26.4	23.4	27.8	.0296
Lake	2,861,793	30,383	18.0	31.4	23.4	16.8	.0927
Mentor	614,265	34,211	12.7	32.0	26.2	22.3	.0247
Medina	1,640,447	34,315	14.6	27.9	25.4	23.2	.0458
SUBURBAN TOTAL	19,805,827	31,397	17.6	27.3	21.4	22.0	.6084
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***36,958,721***	***27,558***	***19.3***	***27.1***	***19.4***	***17.2***	***1.1538***
COLUMBUS	**17,062,832**	**25,789**	**21.6**	**28.3**	**18.2**	**15.2**	**.5474**
Delaware	806,518	30,187	18.7	28.6	21.4	19.3	.0221
Fairfield	1,103,886	25,412	22.5	31.4	19.0	11.1	.0333
• Lancaster	398,104	21,045	26.2	30.6	13.6	8.1	.0151
Franklin	12,371,493	25,481	21.7	27.6	17.7	15.7	.4086
• Columbus	7,104,152	22,343	24.0	27.6	15.6	11.9	.2493
Licking	1,560,259	26,447	21.5	28.5	20.3	13.7	.0457
• Newark	511,734	21,830	24.8	28.4	15.3	10.4	.0179
Madison	327,317	23,730	24.9	31.1	16.8	9.9	.0110
Pickaway	492,034	25,327	22.1	31.2	18.6	12.1	.0157
Union	401,325	28,727	17.5	31.0	18.7	18.9	.0110
SUBURBAN TOTAL	9,048,842	30,132	18.7	28.8	21.3	19.3	.2651
DAYTON - SPRINGFIELD	**12,255,639**	**26,402**	**20.8**	**28.0**	**18.8**	**15.8**	**.3823**
Clark	1,753,211	24,945	21.2	29.5	18.4	12.3	.0536
• Springfield	772,663	20,280	23.8	27.6	14.0	8.9	.0256
Greene	1,855,927	32,511	16.3	26.0	21.4	24.3	.0525
Miami	1,130,835	26,505	21.4	30.2	19.7	13.9	.0342
Montgomery	7,515,666	25,578	21.5	27.6	18.3	15.2	.2420
• Dayton	1,942,811	18,223	25.6	25.6	12.8	7.7	.0693
Kettering	991,923	29,708	21.5	26.7	20.9	20.1	.0287
SUBURBAN TOTAL	9,540,165	29,748	19.0	28.6	21.2	19.1	.2874
HAMILTON - MIDDLETOWN	**3,243,460**	**26,833**	**19.8**	**28.4**	**20.0**	**14.4**	**.0983**
Butler	3,243,460	26,833	19.8	28.4	20.0	14.4	.0983
• Hamilton	695,424	20,866	23.6	28.7	13.9	9.1	.0239
• Middletown	545,251	22,491	22.1	26.6	16.1	12.1	.0180
SUBURBAN TOTAL	2,002,785	30,976	17.2	28.9	24.2	17.7	.0564
LIMA	**1,861,005**	**25,883**	**21.6**	**29.6**	**18.7**	**13.8**	**.0616**
Allen	1,343,739	25,723	21.3	28.4	18.7	14.3	.0458
• Lima	503,298	21,089	24.0	27.1	14.8	10.3	.0174
Auglaize	517,266	26,233	22.5	32.6	18.8	12.7	.0158
SUBURBAN TOTAL	1,357,707	28,083	20.6	30.6	20.5	15.5	.0442
LORAIN - ELYRIA	**3,383,665**	**29,384**	**17.1**	**29.7**	**22.6**	**16.0**	**.1020**
Lorain	3,383,665	29,384	17.1	29.7	22.6	16.0	.1020
• Elyria	716,416	26,314	19.7	31.0	19.7	13.0	.0243
• Lorain	857,628	26,178	18.9	27.1	20.2	13.6	.0256
SUBURBAN TOTAL	1,809,621	32,228	14.9	30.5	25.3	18.8	.0521
MANSFIELD	**1,540,282**	**25,169**	**22.7**	**30.2**	**18.7**	**11.9**	**.0508**
Richland	1,540,282	25,169	22.7	30.2	18.7	11.9	.0508
• Mansfield	592,139	20,220	26.9	27.2	14.1	9.1	.0228
SUBURBAN TOTAL	948,143	28,899	19.7	32.2	22.2	14.0	.0280
PARKERSBURG - MARIETTA	**1,681,514**	**22,202**	**24.4**	**30.7**	**16.0**	**8.4**	**.0579**
Washington	674,505	22,157	24.9	31.3	16.4	7.7	.0224
• Marietta	170,021	18,467	28.6	27.0	11.7	7.3	.0078
Wood, W. Va.	*1,007,009*	*22,234*	*24.1*	*30.2*	*15.7*	*8.9*	*.0355*
• Parkersburg	*417,905*	*18,740*	*26.5*	*27.7*	*11.9*	*7.4*	*.0181*
SUBURBAN TOTAL	1,093,588	24,386	22.7	32.6	18.6	9.1	.0320
STEUBENVILLE - WEIRTON	**1,634,540**	**23,649**	**21.6**	**29.6**	**18.7**	**8.8**	**.0521**
Jefferson	918,017	23,410	21.5	28.3	18.9	9.3	.0292
• Steubenville	262,883	19,835	21.9	23.1	16.2	10.5	.0104
Brooke, W. Va.	*273,843*	*22,337*	*23.6*	*34.9*	*14.9*	*5.3*	*.0088*
Hancock, W. Va.	*442,680*	*25,213*	*20.3*	*29.1*	*20.8*	*10.2*	*.0141*

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Weirton	*292,690*	*26,744*	*19.2*	*27.8*	*22.1*	*12.2*	*.0103*
SUBURBAN TOTAL	1,078,967	23,788	22.1	31.6	18.5	7.6	.0314
TOLEDO	**8,187,383**	**27,186**	**19.8**	**26.1**	**19.2**	**17.5**	**.2698**
Fulton	531,745	30,087	17.8	28.1	21.6	19.3	.0158
Lucas	6,194,595	26,499	20.2	25.7	18.7	17.0	.2075
• Toledo	4,314,502	24,252	21.4	25.5	17.7	14.5	.1448
Wood	1,461,043	29,043	18.9	27.3	20.5	19.1	.0465
• Bowling Green	267,634	20,994	25.1	22.8	15.1	14.2	.0106
SUBURBAN TOTAL	3,605,247	31,866	17.0	27.0	21.9	22.5	.1144
YOUNGSTOWN - WARREN	**6,198,541**	**25,946**	**20.0**	**28.9**	**18.7**	**13.9**	**.1954**
Mahoning	3,002,387	23,261	21.6	30.3	16.6	9.8	.1015
• Youngstown	992,510	17,924	24.2	26.2	12.4	6.9	.0354
Trumbull	3,196,154	29,685	18.0	27.2	21.3	18.8	.0939
• Warren	684,998	24,957	19.3	25.2	18.2	15.3	.0229
SUBURBAN TOTAL	4,521,033	28,438	18.7	30.4	20.8	15.9	.1371
OTHER COUNTIES							
Adams	188,446	14,361	28.3	22.7	9.7	3.6	.0065
Ashland	504,517	23,883	24.5	32.1	16.7	10.1	.0160
Ashtabula	1,149,805	24,978	22.2	30.4	19.1	11.0	.0365
Athens	569,606	19,205	27.4	25.0	13.1	10.3	.0186
☐ Belmont	867,398	23,064	22.4	29.8	17.9	8.7	.0301
Brown	340,601	21,596	24.0	29.8	15.2	8.3	.0095
Champaign	396,766	24,436	23.3	33.0	17.2	10.6	.0112
Clinton	396,610	22,437	25.1	28.6	16.5	10.4	.0125
Columbiana	1,147,320	22,485	24.0	30.7	17.2	7.3	.0371
Coshocton	408,582	22,803	25.0	28.6	17.1	10.1	.0120
Crawford	522,793	22,181	25.5	30.6	16.2	8.2	.0158
Darke	598,812	22,828	25.5	33.0	14.9	9.2	.0184
Defiance	465,918	26,607	21.4	32.1	20.0	11.9	.0145
Erie	970,889	26,620	20.3	29.7	20.0	13.7	.0311
Fayette	224,030	16,820	30.3	28.0	8.9	4.5	.0085
Gallia	308,686	20,806	24.8	26.6	16.0	9.2	.0104
Guernsey	418,042	21,078	25.5	28.6	15.5	8.4	.0131
Hancock	951,261	30,381	18.1	28.3	21.0	20.3	.0268
Hardin	302,763	19,840	26.0	29.7	13.9	6.0	.0097
Harrison	167,462	21,453	25.2	28.7	16.7	7.9	.0047
Henry	345,835	26,870	21.5	31.1	20.4	13.5	.0107
Highland	326,283	18,168	28.8	27.8	11.3	6.2	.0105
Hocking	231,595	18,941	29.0	31.0	11.5	4.6	.0076
Holmes	260,542	21,785	27.0	28.7	15.4	10.1	.0084
Huron	617,025	24,571	23.2	32.1	18.0	10.0	.0190
Jackson	258,895	17,439	26.7	27.4	11.0	5.2	.0089
Knox	484,680	20,902	27.4	30.5	13.5	8.1	.0155
☐ Lawrence	669,255	22,703	22.0	27.7	17.0	10.5	.0193
Logan	426,704	21,016	27.0	29.8	14.6	8.0	.0131
Marion	692,911	23,553	22.7	32.6	16.9	8.7	.0225
Meigs	190,644	16,141	27.6	27.5	9.3	3.5	.0063
Mercer	491,364	29,413	18.6	29.6	20.9	17.9	.0138
Monroe	154,978	20,440	23.3	28.9	16.2	5.6	.0047
Morgan	125,509	18,662	27.4	29.5	11.8	5.5	.0036
Morrow	244,292	20,234	29.1	33.6	12.6	4.5	.0073
Muskingum	855,949	20,277	26.6	26.4	14.4	7.9	.0289
Noble	117,559	21,451	24.5	28.4	16.0	8.3	.0037
Ottawa	597,555	31,272	18.1	27.5	21.1	22.3	.0177
Paulding	230,979	26,366	20.9	33.7	20.7	9.6	.0062
Perry	294,783	19,920	28.7	29.8	13.5	6.5	.0087
Pike	226,181	18,189	28.8	24.8	12.7	7.8	.0074
Preble	511,830	28,224	19.8	28.5	20.7	16.9	.0133
Putnam	311,085	23,031	25.6	34.3	15.5	7.3	.0099
Ross	787,299	25,409	21.9	28.3	17.8	14.9	.0233
Sandusky	760,814	26,137	20.8	32.0	20.8	11.3	.0240
Scioto	771,234	18,286	27.1	24.9	13.4	7.6	.0268
Seneca	651,892	24,450	23.5	33.3	18.5	8.8	.0201
Shelby	531,245	28,157	19.0	31.3	21.1	14.8	.0148
Tuscarawas	898,150	21,725	25.9	32.0	15.0	7.0	.0285
Van Wert	394,719	28,314	19.4	30.5	21.5	14.8	.0108
Vinton	108,598	18,788	27.2	27.1	12.8	7.3	.0031
Wayne	1,277,885	27,890	20.2	30.5	20.6	15.5	.0371
Williams	424,640	24,610	22.8	32.8	18.5	9.1	.0132
Wyandot	230,719	22,589	26.2	31.9	16.6	7.8	.0071
TOTAL METRO COUNTIES	**110,578,930**	**26,667**	**20.2**	**27.6**	**19.0**	**16.0**	**3.4928**
TOTAL STATE	**135,446,212**	**25,829**	**21.0**	**28.1**	**18.5**	**14.8**	**4.3622**

Oklahoma

S&MM ESTIMATES	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**63.9**	**.0260**	**32.7**	**11.3**	**17.8**	**18.8**	**27.0**	**24.9**	**396,652**	**86,010**	**37,056**	**34,226**	**25,457**	**92,862**	**16,126**
Garfield	63.9	.0260	32.7	11.3	17.8	18.8	27.0	24.9	396,652	86,010	37,056	34,226	25,457	92,862	16,126
• Enid	51.3	.0209	32.4	12.1	18.4	18.0	27.2	20.4	380,501	80,895	36,482	33,099	25,129	85,727	15,941
SUBURBAN TOTAL	12.6	.0051	33.9	8.2	15.4	21.9	26.3	4.5	16,151	5,115	574	1,127	328	7,135	185
LAWTON	**118.6**	**.0483**	**26.6**	**18.8**	**18.5**	**17.7**	**16.8**	**38.8**	**624,640**	**143,117**	**63,507**	**110,375**	**28,757**	**142,041**	**13,669**
Comanche	118.6	.0483	26.6	18.8	18.5	17.7	16.8	38.8	624,640	143,117	63,507	110,375	28,757	142,041	13,669
• Lawton	85.6	.0349	28.1	14.9	18.9	18.6	18.3	31.3	558,931	128,745	61,168	107,437	27,769	137,100	12,287
SUBURBAN TOTAL	33.0	.0134	23.9	29.0	17.0	15.4	13.1	7.5	35,709	14,372	2,339	2,938	988	4,941	1,382
OKLAHOMA CITY	**989.1**	**.4027**	**31.5**	**12.0**	**18.7**	**20.3**	**23.1**	**379.0**	**7,380,929**	**1,427,270**	**777,823**	**826,357**	**477,859**	**1,819,122**	**164,154**
Canadian	75.4	.0307	30.9	8.5	19.9	23.1	18.7	25.4	384,313	83,318	26,892	39,838	12,201	136,947	5,274
Cleveland	165.2	.0673	28.5	16.2	21.5	20.8	15.3	59.5	1,238,800	194,245	105,415	135,040	44,254	450,156	23,392
• Norman	79.6	.0324	26.1	22.2	21.9	17.3	17.5	30.6	936,889	111,936	77,797	107,135	29,775	400,950	15,919
Logan	31.7	.0129	33.1	11.2	15.3	18.8	28.2	11.1	89,034	29,169	6,162	7,390	1,005	24,817	3,677
McClain	26.0	.0106	34.1	8.5	15.1	23.7	24.9	9.1	98,811	30,236	7,089	11,151	2,746	25,132	2,745
Oklahoma	629.4	.2562	32.1	11.6	18.7	19.7	24.8	251.3	5,264,669	1,000,146	591,589	601,810	405,480	1,133,889	120,672
Midwest City	53.5	.0218	30.8	12.4	18.8	19.6	22.4	20.5	432,874	124,056	43,636	94,173	10,819	64,084	9,927
• Oklahoma City	446.2	.1817	32.4	11.3	19.0	19.4	25.6	182.9	3,972,478	617,887	466,156	454,233	344,567	867,871	81,969
Pottawatomie	61.4	.0250	34.4	10.3	14.6	20.2	29.0	22.6	305,302	90,156	40,676	31,128	12,173	48,181	8,394
• Shawnee	27.4	.0112	35.6	12.7	14.2	17.4	33.4	10.8	251,588	71,712	30,676	27,729	9,887	43,033	7,704
SUBURBAN TOTAL	435.9	.1774	31.1	10.7	18.2	21.9	21.1	154.7	2,219,974	625,735	203,190	237,260	93,630	507,268	58,562
TULSA	**749.2**	**.3049**	**32.2**	**10.5**	**18.6**	**20.9**	**23.9**	**288.7**	**4,442,152**	**948,633**	**439,628**	**520,770**	**280,780**	**991,836**	**96,361**
Creek	72.7	.0296	33.3	8.6	16.2	21.5	25.9	25.9	265,766	89,402	18,299	30,932	9,879	61,199	6,401
Osage	43.1	.0175	34.4	8.5	16.5	21.1	27.9	15.8	67,132	22,214	5,184	2,215	1,047	13,954	3,529
Rogers	58.7	.0239	32.7	8.6	16.4	24.8	21.4	20.1	164,425	49,224	14,144	12,203	3,466	34,633	2,478
Tulsa	521.6	.2123	31.9	11.4	19.5	20.2	23.8	209.2	3,870,950	758,668	396,560	462,694	261,897	876,178	82,494
• Tulsa	378.6	.1541	32.5	12.1	19.4	19.5	25.5	159.0	3,175,453	574,855	333,751	372,176	235,271	731,990	62,328
Wagoner	53.1	.0216	31.2	7.9	17.7	22.7	20.5	17.7	73,879	29,125	5,441	12,726	4,491	5,872	1,459
SUBURBAN TOTAL	370.6	.1508	31.9	8.9	17.8	22.4	22.1	129.7	1,266,699	373,778	105,876	148,594	45,209	259,846	34,033
OTHER COUNTIES															
Adair	21.5	.0088	32.7	8.9	14.1	18.8	28.1	7.0	34,925	11,287	2,629	4,540	1,263	7,871	745
Alfalfa	6.8	.0027	42.5	6.6	11.2	16.7	42.4	2.6	33,900	16,095	1,190	1,188	493	2,822	2,131
Atoka	13.7	.0056	35.4	8.7	15.9	20.1	30.6	4.7	58,647	15,783	2,842	9,394	781	10,095	2,329
Beaver	7.4	.0030	35.3	7.2	15.3	19.9	30.5	3.0	11,491	4,501	1,228		100	1,391	462
Beckham	22.4	.0091	35.0	9.9	15.2	16.9	33.0	8.6	217,143	49,107	14,928	32,160	9,573	38,662	5,508
Blaine	13.6	.0056	36.2	9.0	13.5	17.9	33.7	5.2	57,830	13,851	3,557	4,974	1,073	13,220	1,965
Bryan	34.2	.0139	35.0	11.4	14.4	17.9	32.2	13.1	124,411	27,181	11,472	10,927	6,775	31,793	6,040
Caddo	33.3	.0135	35.0	8.9	13.5	18.1	32.0	12.4	179,185	48,330	7,518	18,007	7,257	57,543	4,183
Carter	47.4	.0193	35.0	9.0	15.1	18.8	31.1	17.9	252,090	55,239	24,076	25,870	10,416	49,371	6,214
Cherokee	35.4	.0145	31.5	13.5	14.8	18.6	28.2	12.4	100,816	32,624	5,555	11,887	2,264	16,546	3,639
Choctaw	17.2	.0070	35.9	8.1	13.3	17.6	33.6	6.1	54,391	13,894	3,099	10,992	2,276	12,105	2,041
Cimarron	3.9	.0015	36.9	6.6	14.8	19.1	33.4	1.6	15,745	4,339	1,345	670	319	3,241	633
Coal	6.0	.0024	38.2	7.7	12.5	16.9	38.8	2.2	9,272	3,571	501	1,169	78	658	58
Cotton	7.2	.0030	38.2	7.6	13.4	18.4	36.0	2.8	23,629	3,940	590	872	443	13,975	358
Craig	15.3	.0062	38.4	8.2	13.6	20.2	34.6	5.6	86,474	15,889	5,671	9,980	2,422	24,760	1,355
Custer	31.7	.0129	30.6	17.7	15.3	16.7	26.5	11.9	126,056	11,363	34,729	33,309	8,450	69,978	7,397
Delaware	29.3	.0119	39.1	7.2	12.3	18.4	37.1	11.0	87,106	25,572	4,421	11,814	4,078	9,395	1,693
Dewey	6.1	.0025	38.5	8.1	13.2	17.1	37.2	2.2	18,736	9,186	1,375	147	124	3,033	

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(See page B-26)

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OKLA. (cont.)	POPULATION—12/31/87									RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)		Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Ellis	5.7	.0023	36.5	7.9	15.1	17.1	34.8	2.1		22,754	4,503	1,275	1,039	282	7,182	1,665
Garvin	29.4	.0120	37.7	8.6	13.4	18.3	35.2	11.3		133,455	46,618	8,078	6,675	5,854	29,061	4,100
Grady	45.1	.0184	33.6	9.7	15.4	20.5	27.4	16.3		198,842	48,113	17,301	19,643	7,359	44,679	8,617
Grant	6.4	.0026	42.6	6.6	11.9	17.9	41.5	2.5		23,812	5,592	1,252	183	494	11,902	702
Greer	6.8	.0028	43.6	9.5	12.8	14.9	44.2	2.9		17,078	6,716	930	378	647	2,174	1,971
Harmon	4.2	.0017	42.4	6.9	11.2	15.5	42.2	1.7		11,645	4,402	168	196	358	2,321	1,233
Harper	4.5	.0018	38.8	8.4	13.7	19.9	35.3	1.8		13,261	4,428	983	164	147	3,391	509
Haskell	12.2	.0050	37.6	7.2	13.8	18.4	35.2	4.7		39,746	10,921	1,048	6,553	929	9,427	965
Hughes	14.5	.0059	40.9	7.2	11.8	18.1	39.3	5.7		52,693	14,587	2,232	9,116	1,159	13,439	2,168
Jackson	30.4	.0123	29.8	13.3	16.8	18.6	22.7	11.0		188,667	33,458	12,669	12,565	9,520	55,163	5,862
Jefferson	8.7	.0036	37.8	7.9	13.7	16.4	36.9	3.2		19,639	5,549	1,790	365	774	4,661	1,097
Johnston	10.8	.0044	35.8	10.2	13.3	17.5	33.5	4.0		13,382	7,758	791	52	340	721	1,365
Kay	51.4	.0209	35.8	9.4	15.6	18.4	32.7	20.4		338,345	71,443	30,698	32,433	15,666	72,230	14,239
Kingfisher	15.4	.0063	34.0	9.7	14.7	19.4	29.2	5.7		94,892	17,616	4,860	8,104	684	30,195	2,021
Kiowa	12.6	.0051	40.7	8.0	12.0	16.6	40.1	5.2		47,892	14,546	1,705	2,869	1,695	13,632	2,010
Latimer	10.6	.0043	35.8	10.7	12.7	18.1	33.0	3.7		21,671	9,561	1,018	1,311	80	1,313	548
Le Flore	46.6	.0190	35.0	8.5	14.3	19.7	30.4	16.9		126,990	41,656	6,332	19,925	5,276	25,904	3,396
Lincoln	31.8	.0129	35.4	8.6	14.1	20.3	30.2	11.9		91,930	26,800	8,885	6,294	3,508	12,844	2,335
Love	8.5	.0035	36.4	7.9	14.3	19.4	32.6	3.3		15,162	5,424	2,070	127	254	2,305	76
McCurtain	36.7	.0149	32.5	8.6	15.0	19.2	27.0	12.8		130,755	38,865	8,089	20,596	5,719	20,406	5,219
McIntosh	18.0	.0074	41.9	7.2	11.1	18.7	40.0	7.1		85,117	18,278	7,247	11,066	2,045	23,260	2,344
Major	9.1	.0037	35.8	8.7	14.4	19.5	31.6	3.3		49,512	8,549	2,788	2,939	280	19,350	975
Marshall	12.1	.0049	41.8	7.5	11.7	17.2	41.3	5.1		41,881	14,143	2,856	1,998	553	12,994	1,287
Mayes	35.5	.0144	35.3	6.5	14.1	20.0	30.4	13.0		153,331	46,168	9,792	24,102	8,195	23,489	2,806
Murray	12.8	.0053	36.5	8.1	14.1	17.9	34.1	5.0		60,571	13,794	2,908	4,803	830	22,489	1,616
Muskogee	70.9	.0288	34.2	9.5	15.4	18.3	30.4	26.5		370,693	88,432	34,100	37,992	16,227	82,597	9,456
Muskogee	42.0	.0171	35.4	9.7	15.0	16.5	34.0	15.6		333,540	70,689	31,598	37,665	14,333	80,457	8,419
Noble	12.4	.0051	35.8	9.2	14.5	19.9	31.3	4.8		51,317	14,718	3,502	3,261	1,586	7,512	2,453
Nowata	11.4	.0046	36.7	8.6	14.5	18.9	33.3	4.3		28,434	6,649	2,361	3,665	692	5,443	821
Okfuskee	11.5	.0047	39.1	7.0	11.6	17.9	37.4	4.4		24,255	9,670	1,452	1,218	891	2,482	741
Okmulgee	40.1	.0164	35.5	10.4	13.7	18.3	32.3	15.2		187,448	42,952	8,282	21,177	5,380	23,903	3,588
Ottawa	34.1	.0139	34.7	11.0	14.5	18.8	30.8	12.9		148,800	42,248	9,552	16,881	5,322	21,111	6,318

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OKLA. (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Pawnee	18.1	.0074	36.1	8.0	14.9	20.3	31.4	6.9	46,323	11,873	3,156	6,811	1,327	8,822	2,976
Payne	64.9	.0264	26.4	28.2	16.8	14.8	20.8	24.4	327,416	83,331	35,836	42,400	12,765	52,474	11,343
Pittsburg	44.0	.0179	37.5	7.6	14.5	19.5	34.0	17.0	160,208	36,900	13,335	28,515	6,463	32,480	4,579
Pontotoc	34.8	.0142	35.0	12.7	14.0	18.0	32.1	13.3	218,127	47,452	17,517	30,428	11,346	44,199	6,244
Pushmataha	12.9	.0052	37.5	7.6	12.8	20.2	33.4	5.0	27,542	10,047	2,053	1,761	788	6,868	1,372
Roger Mills	5.4	.0022	36.3	8.6	14.1	17.8	33.9	2.0	30,697	12,638	1,928	1,018	183	5,733	920
Seminole	28.8	.0117	36.4	8.7	13.7	18.2	33.6	10.8	96,346	37,660	5,678	8,921	3,767	19,799	2,581
☐ Sequoyah	36.2	.0148	33.5	8.6	14.3	20.8	27.1	12.4	82,776	26,186	3,869	8,166	3,848	14,752	1,494
Stephens	44.8	.0182	35.0	9.2	15.9	18.9	31.3	17.3	209,111	53,636	18,952	17,948	8,697	49,954	8,310
Texas	17.9	.0073	31.4	11.6	16.5	19.6	24.4	6.6	105,838	24,475	10,988	8,908	4,349	11,274	4,471
Tillman	11.2	.0046	36.3	7.9	13.4	16.7	35.0	4.2	31,091	7,861	1,973	3,533	1,217	5,729	1,589
Washington	45.6	.0186	35.1	8.7	16.8	20.8	29.3	18.3	300,678	73,720	29,234	35,494	13,971	67,638	7,466
Washita	13.9	.0057	34.7	10.2	14.7	17.0	32.6	5.3	61,611	21,681	4,067	1,990	1,369	12,382	921
Woods	10.3	.0042	38.5	13.7	12.7	16.2	37.8	4.1	66,443	16,399	5,613	6,945	4,758	18,418	2,249
Woodward	22.2	.0090	31.4	10.9	17.6	19.4	24.3	7.9	220,875	46,769	19,259	35,669	10,650	47,576	4,992
TOTAL METRO COUNTIES	**1,957.0**	**.7967**	**31.5**	**11.7**	**18.5**	**20.3**	**23.3**	**743.8**	**12,927,149**	**2,631,216**	**1,321,883**	**1,499,894**	**816,701**	**3,060,613**	**291,804**
TOTAL STATE	**3,344.4**	**1.3616**	**32.7**	**11.2**	**16.8**	**19.6**	**26.6**	**1,265.9**	**19,273,496**	**4,264,367**	**1,815,513**	**2,197,743**	**1,067,184**	**4,418,018**	**491,871**

OKLA.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
ENID	**754,750**	**22,741**	**24.3**	**28.9**	**16.6**	**11.0**	**.0247**
Garfield	754,750	22,741	24.3	28.9	16.6	11.0	.0247
• Enid	613,204	22,426	24.7	28.8	16.3	10.8	.0211
SUBURBAN TOTAL	141,546	24,337	22.4	29.0	18.2	12.0	.0036
LAWTON	**1,215,603**	**21,569**	**28.3**	**28.2**	**15.1**	**10.8**	**.0409**
Comanche	1,215,603	21,569	28.3	28.2	15.1	10.8	.0409
• Lawton	900,908	21,441	28.8	27.6	15.4	10.7	.0325
SUBURBAN TOTAL	314,695	22,074	26.2	30.2	13.9	11.6	.0084
OKLAHOMA CITY	**11,827,338**	**23,504**	**23.6**	**28.2**	**16.6**	**12.8**	**.4086**
Canadian	847,256	28,174	19.2	30.8	21.6	13.7	.0268
Cleveland	1,940,864	25,431	22.2	29.3	19.1	12.8	.0678
• Norman	936,054	21,308	25.5	25.4	13.2	12.3	.0391
Logan	312,092	20,831	24.4	26.6	14.8	10.9	.0091
McClain	257,322	23,000	21.4	28.2	16.7	11.1	.0081
Oklahoma	7,882,409	23,128	24.4	27.8	15.9	13.2	.2767
Midwest City	644,008	25,143	25.1	31.1	18.6	12.8	.0228
• Oklahoma City	5,600,215	22,332	24.5	27.2	15.2	12.7	.2009
Pottawatomie	587,395	19,242	25.5	26.1	13.9	8.2	.0201
• Shawnee	210,216	17,454	25.3	24.6	11.9	7.6	[illegible]
SUBURBAN TOTAL	5,020,853	25,773	22.3	30.1	19.0	13.3	.1571
TULSA	**8,733,049**	**23,016**	**23.7**	**28.5**	**16.2**	**11.8**	**.2836**
Creek	706,289	21,680	23.0	29.3	15.7	8.8	.0221
Osage	410,973	20,249	24.1	29.5	13.4	7.7	.0132
Rogers	594,046	24,370	21.5	29.0	18.7	11.2	.0172
Tulsa	6,458,434	23,062	24.3	28.5	16.0	12.2	.2185
• Tulsa	4,890,363	22,129	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wagoner	563,307	26,115	18.9	28.0	18.5	14.6	.0145
SUBURBAN TOTAL	3,842,686	24,081	21.6	30.2	17.7	10.8	.1148
OTHER COUNTIES							
Adair	134,842	13,500	28.0	23.4	7.4	3.3	.0046
Alfalfa	75,980	21,216	23.7	25.7	14.5	12.4	.0024
Atoka	99,806	13,366	29.7	18.8	7.7	5.3	.0039
Beaver	84,022	22,060	23.7	32.8	12.1	10.0	.0021
Beckham	206,835	16,986	24.6	25.1	[illegible]	7.4	.0092
Blaine	146,896	20,460	22.7	24.8	15.4	10.6	.0043
Bryan	242,226	12,913	30.8	18.6	6.9	3.9	.0090
Caddo	319,411	18,262	24.8	24.8	11.0	10.4	.0112
Carter	481,712	18,639	24.5	26.4	12.4	8.4	.0160
Cherokee	262,611	14,624	30.4	22.4	7.9	5.3	.0089
Choctaw	123,742	13,327	26.1	20.9	8.2	5.0	.0044
Cimarron	35,391	16,393	32.5	25.3	8.9	5.4	.0012
Coal	38,446	11,910	29.7	19.2	4.1	3.9	.0013
Cotton	54,662	14,678	28.8	24.5	8.7	2.7	.0018
Craig	117,897	15,604	31.4	24.6	7.6	5.1	.0048
Custer	379,121	22,080	22.6	25.2	14.8	14.2	.0148
Delaware	217,817	14,247	32.4	22.6	6.9	4.5	.0075
Dewey	70,335	22,250	22.5	22.3	16.9	15.1	.0020
Ellis	56,252	19,283	27.4	25.8	12.9	9.7	.0018

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Garvin	288,931	18,452	25.4	25.3	13.4	8.1	.0095
Grady	420,392	18,858	26.1	26.2	12.5	8.7	.0140
Grant	67,780	19,864	26.4	26.3	13.1	10.2	.0021
Greer	55,922	12,691	26.5	21.4	5.9	5.0	.0018
Harmon	26,480	9,569	29.2	12.0	2.6	4.4	.0010
Harper	45,608	20,243	24.4	31.0	10.9	8.6	.0012
Haskell	92,750	13,481	29.3	18.5	8.3	5.4	.0033
Hughes	101,770	12,190	28.7	19.3	6.3	3.8	.0037
Jackson	255,428	16,400	32.8	24.5	9.5	5.5	.0102
Jefferson	55,674	11,748	29.0	19.1	5.3	3.1	.0020
Johnston	69,508	11,388	28.7	15.3	7.2	4.1	.0022
Kay	601,300	22,206	24.4	27.9	15.5	11.5	.0201
Kingfisher	156,529	21,851	23.9	31.0	15.8	8.0	.0055
Kiowa	101,741	12,818	27.8	20.2	7.2	4.5	.0036
Latimer	71,278	12,833	27.3	20.6	6.7	4.4	.0024
Le Flore	345,823	14,824	30.6	23.7	7.9	4.2	.0117
Lincoln	282,326	18,469	25.0	28.5	11.4	6.6	.0088
Love	74,583	16,935	26.2	25.9	9.7	6.9	.0022
McCurtain	249,480	13,850	29.8	20.6	8.5	4.2	.0093
McIntosh	150,125	15,114	28.8	22.6	10.2	4.2	.0055
Major	86,417	19,105	27.5	27.0	12.0	9.0	.0031
Marshall	108,635	13,785	30.9	20.4	8.4	4.8	.0035
Mayes	317,362	18,340	27.3	26.0	13.3	7.0	.0107
Murray	106,828	16,500	28.9	26.6	9.5	4.2	.0040
Muskogee	613,473	16,500	25.9	25.1	10.4	6.5	.0225
• Muskogee	382,597	15,683	26.5	23.2	9.5	7.2	.0159
Noble	138,625	21,360	26.0	27.9	13.3	12.0	.0043
Nowata	111,781	20,128	23.1	29.9	13.0	7.4	.0032
Okfuskee	91,186	14,240	27.6	20.4	9.5	5.8	.0027
Okmulgee	370,901	16,801	26.7	24.2	11.7	7.4	.0116
Ottawa	281,655	15,981	30.1	26.0	9.0	4.6	.0101
Pawnee	185,021	19,705	25.8	27.7	11.7	10.0	.0053
Payne	654,572	17,146	28.1	23.0	12.0	8.5	.0219
Pittsburg	352,439	15,113	30.0	24.6	8.1	3.9	.0122
Pontotoc	311,988	16,406	25.4	25.1	10.6	6.7	.0119
Pushmataha	93,553	12,561	30.6	18.9	5.6	4.1	.0030
Roger Mills	75,333	24,674	21.2	28.8	13.3	18.4	.0023
Seminole	264,855	17,213	24.9	25.1	11.5	7.6	.0084
☐ Sequoyah	236,686	14,088	32.2	22.5	6.6	3.4	.0083
Stephens	476,221	20,859	24.3	28.0	14.6	9.5	.0150
Texas	175,638	20,670	27.5	30.6	13.2	8.0	.0063
Tillman	76,609	11,962	30.8	17.4	4.7	4.4	.0027
Washington	663,770	28,023	19.3	26.5	18.0	20.0	.0198
Washita	151,253	21,459	25.1	29.3	12.8	11.5	.0047
Woods	121,224	20,289	26.4	26.0	12.6	12.0	.0041
Woodward	263,925	26,338	21.3	27.7	18.3	15.5	.0102
TOTAL METRO COUNTIES	**22,767,426**	**22,953**	**24.1**	**28.2**	**16.2**	**12.1**	**.7661**
TOTAL STATE	**35,503,942**	**20,479**	**25.3**	**26.7**	**14.1**	**10.3**	**1.2010**

Oregon

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
EUGENE - SPRINGFIELD	**267.2**	**.1088**	**31.0**	**12.8**	**21.7**	**19.0**	**22.2**	**105.4**
Lane	267.2	.1088	31.0	12.8	21.7	19.0	22.2	105.4
• Eugene	108.1	.0440	30.1	17.1	24.2	17.4	20.9	45.2
• Springfield	39.6	.0161	28.7	14.5	23.6	16.3	18.8	16.2
SUBURBAN TOTAL	119.5	.0487	32.9	8.2	18.9	21.4	24.6	44.0
MEDFORD	**143.0**	**.0582**	**33.5**	**9.6**	**18.1**	**20.0**	**27.3**	**54.3**
Jackson	143.0	.0582	33.5	9.6	18.1	20.0	27.3	54.3
• Medford	44.4	.0181	32.7	9.8	19.4	18.3	27.4	17.9
SUBURBAN TOTAL	98.6	.0401	33.8	9.5	17.6	20.8	27.2	36.4
PORTLAND	**1,169.4**	**.4762**	**32.5**	**10.4**	**20.7**	**19.9**	**24.9**	**463.9**
Clackamas	260.5	.1061	32.7	8.3	19.0	23.0	22.6	94.0
Multnomah	568.7	.2315	33.0	11.3	21.4	17.6	28.2	240.8
• Portland	437.5	.1781	33.4	11.6	22.1	16.3	30.2	194.3
Washington	281.6	.1147	31.2	10.3	21.7	21.7	20.1	108.4
Yamhill	58.6	.0239	31.9	11.3	17.1	19.0	25.8	20.7
SUBURBAN TOTAL	731.9	.2981	31.8	9.7	19.8	22.0	21.7	269.6
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,386.0***	***.5644***	***32.2***	***10.3***	***20.6***	***20.0***	***24.2***	***545.3***
SALEM	**265.3**	**.1080**	**32.4**	**10.7**	**18.5**	**18.9**	**26.2**	**98.8**
Marion	218.6	.0890	32.3	10.6	18.8	18.9	26.1	81.5
• Salem	93.8	.0382	32.2	12.8	20.8	17.7	26.4	37.1
Polk	46.7	.0190	32.4	11.3	17.8	19.1	26.3	17.3
SUBURBAN TOTAL	171.5	.0698	32.5	9.6	17.2	19.6	26.0	61.7
OTHER COUNTIES								
Baker	15.4	.0063	36.1	7.6	15.4	19.6	32.0	6.0
Benton	66.7	.0271	28.0	22.7	21.1	17.1	18.1	24.1
Corvallis	40.9	.0167	25.6	32.6	21.6	13.0	16.7	15.0
Clatsop	32.8	.0133	33.9	10.3	17.7	17.7	30.3	12.9
Columbia	36.7	.0150	32.5	8.0	18.0	20.4	25.1	13.4
Coos	59.9	.0244	33.7	9.1	17.2	20.3	27.5	23.2
Crook	13.9	.0056	34.2	8.7	16.4	20.5	28.1	5.3
Curry	17.0	.0069	38.8	7.3	14.8	18.8	36.4	7.2
Deschutes	70.3	.0287	32.0	9.5	20.6	20.3	23.4	26.5
Douglas	96.1	.0391	32.6	9.1	17.2	20.2	25.7	35.2
Gilliam	1.8	.0007	35.8	8.4	15.5	19.3	31.7	.8
Grant	8.6	.0035	33.9	8.2	17.0	21.0	27.1	3.3
Harney	7.8	.0032	32.5	9.1	17.4	21.4	24.3	2.9
Hood River	16.2	.0066	33.4	9.2	17.8	19.6	27.5	6.2
Jefferson	12.7	.0052	31.1	9.6	16.6	20.1	23.5	4.6
Josephine	73.9	.0301	35.8	7.4	16.1	19.7	31.5	28.3
Klamath	58.0	.0236	32.2	9.9	17.8	19.9	25.1	22.1
Lake	7.4	.0030	33.7	8.3	16.5	21.0	26.8	2.9
Lincoln	36.7	.0149	37.5	8.2	17.3	17.7	35.5	15.7
Linn	88.8	.0362	32.3	9.5	18.1	19.7	25.4	33.5
Malheur	27.8	.0113	32.3	9.4	15.4	18.3	27.6	9.8
Morrow	8.3	.0034	31.5	9.3	17.6	20.9	23.0	2.9
Sherman	2.0	.0008	34.0	7.5	17.0	16.9	31.5	.8
Tillamook	21.1	.0086	36.3	7.8	16.9	17.7	33.9	8.6
Umatilla	60.3	.0246	32.1	9.9	18.1	18.9	25.8	21.7
Union	23.7	.0096	31.8	10.9	17.6	19.3	25.1	8.5
Wallowa	7.3	.0030	35.9	7.5	16.3	19.6	31.7	3.0
Wasco	20.9	.0085	34.1	8.0	17.3	19.0	29.6	8.2
Wheeler	1.4	.0005	39.5	6.2	12.7	19.7	36.4	.7
TOTAL METRO COUNTIES	**1,844.9**	**.7512**	**32.3**	**10.7**	**20.4**	**19.6**	**24.9**	**722.4**
TOTAL STATE	**2,738.4**	**1.1149**	**32.5**	**10.5**	**19.5**	**19.6**	**25.5**	**1,060.7**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**1,483,989**	**324,766**	**156,593**	**201,505**	**76,710**	**332,134**	**37,982**
Lane	1,483,989	324,766	156,593	201,505	76,710	332,134	37,982
• Eugene	946,185	183,643	106,019	151,237	61,967	198,352	25,558
• Springfield	259,368	58,686	30,611	44,093	11,000	56,148	7,164
SUBURBAN TOTAL	278,436	82,437	19,963	6,175	3,743	77,634	5,260
MEDFORD	**810,787**	**146,691**	**70,434**	**140,205**	**34,585**	**153,841**	**17,791**
Jackson	810,787	146,691	70,434	140,205	34,585	153,841	17,791
• Medford	574,466	57,993	43,456	125,371	26,029	125,496	11,274
SUBURBAN TOTAL	236,321	88,698	26,978	14,834	8,556	28,345	6,517
PORTLAND	**8,132,744**	**1,400,076**	**900,542**	**1,503,249**	**409,053**	**1,688,833**	**128,548**
Clackamas	1,240,382	359,922	117,803	223,171	40,738	221,103	22,012
Multnomah	4,448,417	647,627	527,097	913,531	250,784	782,428	51,522
• Portland	3,662,846	497,448	436,318	757,583	227,192	574,971	37,123
Washington	2,166,386	326,303	230,413	354,958	107,734	592,353	41,248
Yamhill	277,559	66,224	25,229	11,589	9,797	92,949	13,766
SUBURBAN TOTAL	4,469,898	902,628	464,224	745,666	181,861	1,113,862	91,425
PORTLAND - VANCOUVER CONSOLIDATED AREA	***9,023,029***	***1,619,763***	***1,009,025***	***1,674,624***	***452,504***	***1,844,947***	***165,878***
SALEM	**1,243,500**	**247,541**	**132,140**	**207,566**	**60,619**	**257,436**	**36,367**
Marion	1,144,087	204,777	118,588	203,610	57,976	248,312	33,781
• Salem	771,632	104,389	79,033	155,634	48,802	177,591	25,951
Polk	99,413	42,764	13,552	3,956	2,643	9,124	2,586
SUBURBAN TOTAL	471,868	143,152	53,107	51,932	11,817	79,845	10,416
OTHER COUNTIES							
Baker	69,330	20,078	8,222	4,171	1,646	17,500	1,337
Benton	312,951	76,188	43,536	36,133	15,736	56,012	11,027
Corvallis	295,164	73,096	39,401	34,750	15,638	55,201	10,573
Clatsop	206,335	58,136	21,434	5,092	7,399	37,173	13,003
Columbia	111,814	39,595	11,770	1,589	7,830	15,241	10,588
Coos	313,759	78,686	27,498	23,637	11,864	66,731	13,311
Crook	41,428	17,027	3,276	1,457	510	7,034	1,181
Curry	97,237	28,577	11,130	3,869	4,370	17,517	4,392
Deschutes	365,583	84,609	36,291	37,673	11,413	71,016	17,771
Douglas	450,076	115,494	39,332	42,314	16,491	103,369	19,245
Gilliam	4,733	495	940			1,391	69
Grant	24,441	8,394	1,378	822	1,054	6,446	1,418
Harney	28,903	7,857	2,872	1,279	708	6,246	174
Hood River	92,445	25,401	11,089	5,808	3,040	21,016	1,556
Jefferson	59,471	18,881	6,059	1,050	826	17,994	1,499
Josephine	369,632	80,995	29,094	28,584	16,258	97,681	12,978
Klamath	334,531	79,816	33,556	34,300	16,206	71,416	17,128
Lake	32,740	9,758	2,953	180	1,109	8,389	1,368
Lincoln	183,278	36,430	35,787	6,163	4,152	27,288	13,481
Linn	470,666	104,493	40,442	53,236	16,723	115,515	19,862
Malheur	184,092	37,379	18,729	21,014	5,137	44,470	7,207
Morrow	21,334	5,071	2,739	585	274	4,756	459
Sherman	10,041	457	3,241	243			261
Tillamook	88,321	27,796	9,331	2,346	3,119	17,693	2,212
Umatilla	348,858	90,732	30,656	14,746	11,036	90,929	17,339
Union	116,907	29,779	10,505	2,916	5,873	26,994	11,373
Wallowa	33,685	9,970	2,034	660	737	12,636	1,133
Wasco	135,622	21,045	14,101	18,000	4,376	34,844	10,576
Wheeler	4,161	862	610	316		2,009	
TOTAL METRO COUNTIES	**11,671,020**	**2,119,074**	**1,259,709**	**2,052,525**	**580,967**	**2,432,244**	**220,688**
TOTAL STATE	**16,183,394**	**3,233,075**	**1,728,314**	**2,400,708**	**748,856**	**3,431,550**	**432,636**

ORE.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
EUGENE - SPRINGFIELD	**2,837,534**	**21,070**	**25.6**	**29.9**	**14.3**	**8.4**	**.0949**
Lane	2,837,534	21,070	25.6	29.9	14.3	8.4	.0949
• Eugene	1,217,914	19,196	26.5	25.2	13.2	9.9	.0462
• Springfield	377,541	19,432	27.4	32.3	12.1	4.2	.0142
SUBURBAN TOTAL	1,242,079	23,391	24.0	33.6	16.3	8.5	.0345
MEDFORD	**1,389,279**	**19,588**	**28.8**	**29.8**	**12.3**	**6.8**	**.0491**
Jackson	1,389,279	19,588	28.8	29.8	12.3	6.8	.0491
• Medford	469,553	19,628	28.2	28.9	12.4	7.8	.0221
SUBURBAN TOTAL	919,726	19,568	29.0	30.3	12.2	6.4	.0270
PORTLAND	**15,169,791**	**25,963**	**22.0**	**28.4**	**18.6**	**14.9**	**.4901**
Clackamas	3,203,192	28,098	20.5	30.6	20.8	15.2	.0954
Multnomah	7,135,968	22,638	24.3	27.6	16.3	11.9	.2441
• Portland	5,510,931	20,093	25.4	26.6	14.5	11.1	.1928
Washington	4,250,313	32,392	17.4	27.7	22.3	22.8	.1314
Yamhill	580,318	22,289	25.0	31.0	15.8	8.8	.0192
SUBURBAN TOTAL	9,658,860	29,547	19.4	29.8	21.6	17.7	.2973

ORE. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
PORTLAND - VANCOUVER CONSOLIDATED AREA	*17,819,992*	*26,189*	*21.6*	*28.5*	*18.8*	*15.0*	*.5666*
SALEM	**2,619,731**	**20,514**	**27.6**	**29.7**	**14.0**	**7.5**	**.0867**
Marion	2,152,610	20,280	28.2	29.6	13.5	7.5	.0737
• Salem	967,781	19,017	29.1	27.8	12.1	7.8	.0377
Polk	467,121	21,586	25.1	30.3	16.2	7.3	.0130
SUBURBAN TOTAL	1,651,940	21,401	26.7	31.0	15.1	7.3	.0490
OTHER COUNTIES							
Baker	122,453	15,901	30.8	25.5	9.3	3.6	.0044
Benton	777,288	23,596	24.2	25.7	16.8	14.6	.0236
Corvallis	454,840	20,290	26.9	23.9	14.5	12.2	.0162
Clatsop	322,773	18,564	28.3	27.1	11.9	7.5	.0117
Columbia	353,821	22,500	23.7	32.5	16.4	6.7	.0107
Coos	558,536	19,287	28.5	30.7	12.7	5.0	.0197
Crook	121,453	17,770	32.8	28.6	10.2	3.8	.0038
Curry	166,188	17,545	30.9	26.7	10.4	6.0	.0059
Deschutes	674,497	20,217	28.5	30.8	13.1	6.6	.0233
Douglas	834,660	19,738	27.6	32.9	12.0	4.4	.0297
Gilliam	27,736	26,611	23.2	28.6	19.9	16.8	.0006
Grant	67,823	16,576	31.9	29.6	8.0	2.8	.0023

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Harney	63,629	18,194	32.5	31.4	9.7	3.1	.0021
Hood River	151,796	18,685	29.3	28.7	12.3	6.2	.0055
Jefferson	117,341	20,440	29.9	32.5	12.2	6.6	.0039
Josephine	619,885	16,809	30.9	26.7	10.0	4.6	.0230
Klamath	525,214	18,888	27.7	29.5	12.3	5.4	.0194
Lake	67,036	19,254	28.9	31.4	12.6	4.2	.0023
Lincoln	445,013	21,213	26.7	27.3	14.7	10.6	.0134
Linn	872,573	21,271	26.0	31.1	14.8	7.2	.0301
Malheur	228,749	17,793	30.2	27.5	11.2	5.7	.0093
Morrow	87,744	24,519	25.2	28.9	19.4	11.3	.0025
Sherman	24,191	23,850	24.5	28.3	17.9	13.0	.0008
Tillamook	190,003	16,696	32.5	25.8	10.2	4.5	.0063
Umatilla	578,909	20,954	28.8	30.4	14.8	7.1	.0208
Union	226,477	20,985	25.6	29.0	15.5	7.8	.0076
Wallowa	65,996	17,075	31.7	27.9	7.9	6.2	.0023
Wasco	214,918	21,563	24.5	32.4	12.4	8.0	.0077
Wheeler	12,222	11,923	35.2	18.0	5.0	3.1	.0004
TOTAL METRO COUNTIES	**22,016,335**	**23,737**	**23.8**	**28.8**	**16.9**	**12.4**	**.7208**
TOTAL STATE	**30,535,274**	**22,309**	**25.1**	**29.1**	**15.6**	**10.6**	**1.0139**

Pennsylvania

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	House-holds (Thousands)
ALLENTOWN - BETHLEHEM	**664.8**	**.2707**	**35.3**	**10.2**	**16.5**	**19.8**	**30.6**	**255.2**
Carbon	55.0	.0224	37.9	8.6	14.7	18.3	35.5	21.5
Lehigh	284.0	.1156	35.3	10.3	17.0	19.9	30.5	112.1
• Allentown	105.6	.0430	36.0	12.0	16.4	17.1	34.2	44.8
Northampton	236.2	.0962	35.1	10.9	16.1	19.6	30.6	88.8
• Bethlehem	71.3	.0290	35.8	14.4	15.2	16.7	33.7	27.9
• Easton	26.1	.0106	32.9	14.9	15.7	15.2	31.5	10.2
Warren, N.J.	*89.6*	*.0365*	*34.2*	*9.2*	*16.9*	*20.7*	*27.9*	*32.8*
SUBURBAN TOTAL	461.5	.1879	35.3	8.9	16.7	21.3	29.2	172.3
ALTOONA	**133.9**	**.0545**	**35.0**	**9.6**	**15.5**	**18.5**	**31.5**	**50.5**
Blair	133.9	.0545	35.0	9.6	15.5	18.5	31.5	50.5
• Altoona	53.9	.0219	36.4	10.2	14.5	17.0	34.7	20.9
SUBURBAN TOTAL	80.0	.0326	34.3	9.2	16.2	19.4	29.5	29.6
BEAVER COUNTY	**192.9**	**.0785**	**35.1**	**10.1**	**15.5**	**19.7**	**30.5**	**71.3**
Beaver	192.9	.0785	35.1	10.1	15.5	19.7	30.5	71.3
SUBURBAN TOTAL	192.9	.0785	35.1	10.1	15.5	19.7	30.5	71.3
ERIE	**282.7**	**.1151**	**31.9**	**12.0**	**16.7**	**18.1**	**26.8**	**103.5**
Erie	282.7	.1151	31.9	12.0	16.7	18.1	26.8	103.5
• Erie	116.9	.0476	32.4	12.6	16.7	15.2	30.4	45.5
Millcreek Township	46.1	.0188	33.9	10.2	16.9	20.9	27.2	17.1
SUBURBAN TOTAL	165.8	.0675	31.6	11.6	16.4	20.1	24.4	58.0
HARRISBURG - LEBANON - CARLISLE	**584.5**	**.2379**	**33.9**	**10.7**	**17.4**	**20.0**	**28.0**	**224.5**
Cumberland	192.3	.0783	33.7	12.4	16.8	21.0	26.7	72.2
• Carlisle	20.1	.0082	33.1	15.1	16.2	16.9	30.0	8.1
Dauphin	238.8	.0972	34.2	10.1	17.8	19.3	29.2	96.0
• Harrisburg	52.1	.0212	33.4	9.9	17.6	15.8	31.4	22.8
Lebanon	112.5	.0458	34.2	9.7	16.5	20.0	28.8	41.3
• Lebanon	26.3	.0107	35.6	10.3	15.5	17.3	33.3	11.1
Perry	40.9	.0166	32.2	9.2	18.5	20.0	24.9	15.0
SUBURBAN TOTAL	485.8	.1977	33.9	10.5	17.4	20.8	27.3	182.5
JOHNSTOWN	**256.1**	**.1042**	**34.4**	**10.5**	**15.7**	**17.4**	**31.6**	**93.5**
Cambria	173.4	.0706	34.3	11.0	15.4	17.0	32.0	62.9
• Johnstown	32.1	.0131	38.4	10.2	14.4	15.5	28.1	13.4
Somerset	82.7	.0336	34.4	9.5	15.9	18.4	30.7	30.6
SUBURBAN TOTAL	224.0	.0911	33.9	10.6	15.7	17.7	30.7	80.1
LANCASTER	**395.0**	**.1608**	**32.6**	**11.3**	**16.9**	**19.7**	**26.3**	**143.8**
Lancaster	395.0	.1608	32.6	11.3	16.9	19.7	26.3	143.8
• Lancaster	57.7	.0235	31.4	14.4	17.3	15.7	28.1	23.1
SUBURBAN TOTAL	337.3	.1373	32.8	10.8	16.9	20.4	25.9	120.7
PHILADELPHIA	**4,855.0**	**1.9765**	**33.7**	**10.8**	**16.8**	**19.8**	**28.0**	**1,790.9**
Bucks	527.4	.2147	32.2	10.3	17.9	22.0	22.9	185.4

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM	**4,302,427**	**896,836**	**359,745**	**486,017**	**212,031**	**1,017,234**	**135,116**
Carbon	196,073	66,289	11,623	5,562	9,647	45,802	8,166
Lehigh	2,436,081	428,477	220,858	376,085	147,597	555,721	68,541
• Allentown	944,703	157,497	105,694	78,984	49,928	250,002	29,247
Northampton	1,077,788	267,546	91,466	75,545	39,075	266,415	39,063
• Bethlehem	409,965	105,935	31,273	38,140	22,793	93,136	21,278
• Easton	176,766	59,332	16,311	9,076	13,387	7,918	6,230
Warren, N.J.	*592,485*	*134,524*	*35,798*	*28,825*	*15,712*	*149,296*	*19,346*
SUBURBAN TOTAL	2,770,913	574,072	206,467	359,817	125,923	636,178	78,361
ALTOONA	**805,253**	**173,086**	**50,632**	**110,172**	**52,671**	**196,289**	**31,714**
Blair	805,253	173,086	50,632	110,172	52,671	196,289	31,714
• Altoona	404,846	82,490	29,378	38,659	32,957	114,453	15,718
SUBURBAN TOTAL	400,407	90,596	21,254	71,513	19,714	81,836	15,996
BEAVER COUNTY	**894,426**	**270,575**	**59,544**	**159,995**	**49,044**	**131,420**	**38,990**
Beaver	894,426	270,575	59,544	159,995	49,044	131,420	38,990
SUBURBAN TOTAL	894,426	270,575	59,544	159,995	49,044	131,420	38,990
ERIE	**1,596,238**	**337,823**	**150,448**	**189,116**	**102,531**	**362,600**	**55,218**
Erie	1,596,238	337,823	150,448	189,116	102,531	362,600	55,218
• Erie	671,043	198,011	67,420	37,987	51,909	133,463	31,471
Millcreek Township	456,608	32,308	39,941	123,952	36,058	103,170	9,779
SUBURBAN TOTAL	925,195	139,812	83,028	151,129	50,622	229,137	23,747
HARRISBURG - LEBANON - CARLISLE	**4,456,142**	**1,002,991**	**356,669**	**487,117**	**206,931**	**1,016,603**	**142,697**
Cumberland	1,846,537	436,631	148,584	181,698	78,985	360,847	62,884
• Carlisle	449,292	149,590	32,339	46,475	10,763	67,655	15,351
Dauphin	1,742,837	393,501	159,024	216,394	86,476	392,806	59,281
• Harrisburg	452,015	95,920	47,892	39,380	19,826	115,106	14,714
Lebanon	734,014	141,496	41,858	84,482	38,095	213,477	17,134
• Lebanon	254,621	44,036	16,673	19,937	16,857	60,530	10,780
Perry	132,754	31,363	7,203	4,543	3,375	49,473	3,398
SUBURBAN TOTAL	3,300,214	713,445	259,765	381,325	159,485	773,012	101,852
JOHNSTOWN	**1,071,154**	**272,985**	**67,531**	**128,425**	**58,330**	**242,597**	**37,686**
Cambria	756,121	198,946	45,980	106,601	37,544	139,191	28,907
• Johnstown	230,788	72,038	14,244	14,597	11,664	52,431	10,513
Somerset	315,033	74,039	21,551	21,824	20,786	103,406	8,779
SUBURBAN TOTAL	840,366	200,947	53,287	113,828	46,666	190,166	27,173
LANCASTER	**2,609,916**	**580,351**	**212,922**	**259,760**	**190,751**	**593,594**	**82,476**
Lancaster	2,609,916	580,351	212,922	259,760	190,751	593,594	82,476
• Lancaster	592,065	62,576	38,471	154,188	51,282	135,851	10,418
SUBURBAN TOTAL	2,017,851	517,775	174,451	105,572	139,469	457,743	72,058
PHILADELPHIA	**32,943,827**	**6,781,503**	**2,884,739**	**3,841,902**	**1,791,985**	**7,584,052**	**1,197,626**
Bucks	4,006,201	777,335	268,039	443,166	127,750	1,255,475	95,888

PA. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Bensalem Township	58.4	.0238	30.0	10.8	24.3	19.0	18.9	22.7	602,982	150,895	37,509	155,333	11,839	100,894	13,199
Bristol Township	60.6	.0247	30.3	11.9	18.1	18.8	22.7	20.1	220,843	65,693	15,612	2,358	7,860	59,463	8,828
Chester	344.3	.1401	32.8	10.5	17.7	22.3	23.8	122.8	1,927,903	391,135	150,261	114,581	123,486	546,803	65,487
Delaware	561.9	.2287	34.9	11.2	15.9	18.6	31.3	207.6	4,279,960	911,528	321,900	579,109	226,911	969,501	143,387
Chester	44.0	.0179	31.7	12.3	15.5	15.4	29.5	16.3	182,906	25,051	14,602	2,971	7,370	45,879	6,677
Haverford Township	52.5	.0214	38.4	10.6	15.3	18.5	33.3	18.4	208,060	37,465	19,274	9,104	18,022	59,497	6,772
Upper Darby Township	86.0	.0350	36.2	13.4	17.4	16.5	34.8	35.3	607,531	193,630	39,065	79,219	20,887	92,949	40,287
Montgomery	673.4	.2742	35.6	9.9	16.3	21.0	30.1	249.6	6,706,433	1,277,568	513,425	1,042,153	283,031	1,637,805	210,233
Abington Township	59.3	.0241	38.8	9.2	14.4	19.5	35.6	22.0	598,591	61,711	31,186	109,853	17,300	267,395	10,515
Lower Merion Township	60.2	.0245	39.9	10.3	15.0	20.7	35.6	23.3	843,919	152,592	65,769	92,210	41,496	259,199	22,948
• Norristown	34.1	.0139	35.1	11.7	15.5	17.9	28.5	13.8	341,251	113,724	17,061	35,838	5,792	87,460	14,033
Philadelphia	1,639.0	.6673	34.3	11.4	16.4	17.9	30.9	635.8	8,874,018	2,023,862	1,068,911	743,194	662,291	1,271,992	457,979
• Philadelphia	1,639.0	.6673	34.3	11.4	16.4	17.9	30.9	635.8	8,874,018	2,023,862	1,068,911	743,194	662,291	1,271,992	457,979
Burlington, N.J.	*395.8*	*.1611*	*31.6*	*11.5*	*17.9*	*22.0*	*21.9*	*133.9*	*2,407,468*	*425,623*	*211,126*	*317,066*	*115,645*	*772,838*	*58,679*

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PA. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Camden, N. J.	*495.6*	*.2018*	*32.9*	*10.0*	*17.2*	*19.9*	*26.5*	*180.7*	*3,339,955*	*651,585*	*277,032*	*370,605*	*210,982*	*775,648*	*125,970*
• Camden	*83.5*	*.0340*	*28.1*	*11.0*	*15.0*	*18.1*	*23.5*	*29.3*	*214,409*	*53,473*	*26,072*	*8,226*	*6,144*	*8,313*	*21,488*
Cherry Hill Township	*71.9*	*.0293*	*36.5*	*8.3*	*13.3*	*26.2*	*26.6*	*24.3*	*960,756*	*100,706*	*67,408*	*150,779*	*71,453*	*311,528*	*23,559*
Gloucester Township	*50.6*	*.0206*	*30.3*	*10.4*	*22.0*	*20.7*	*18.9*	*17.8*	*125,737*	*49,563*	*10,353*	*7,136*	*2,406*	*6,319*	*4,533*
Gloucester, N. J.	*217.6*	*.0886*	*31.5*	*11.0*	*17.7*	*20.4*	*23.4*	*75.1*	*1,401,889*	*322,867*	*74,045*	*232,028*	*41,889*	*353,990*	*40,003*
SUBURBAN TOTAL	3,098.4	1.2613	33.5	10.5	17.2	20.9	26.5	1,112.8	23,514,149	4,590,444	1,772,695	3,054,644	1,117,758	6,216,287	704,126
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,875.0***	***2.3916***	***33.6***	***10.9***	***17.0***	***19.9***	***27.6***	***2,156.4***	***39,922,456***	***8,238,394***	***3,428,685***	***4,757,521***	***2,181,014***	***9,100,263***	***1,418,029***
PITTSBURGH	**2,119.1**	**8628**	**35.8**	**10.3**	**16.3**	**18.9**	**32.1**	**830.4**	**12,322,375**	**2,763,585**	**1,179,129**	**1,617,232**	**717,539**	**2,757,481**	**452,471**
Allegheny	1,363.6	.5552	36.0	10.8	16.5	18.7	32.6	545.5	8,540,626	1,876,034	895,645	1,140,352	507,537	1,859,721	319,719
• McKeesport	27.3	.0111	39.0	9.8	14.8	15.2	38.8	11.7	174,596	42,616	15,641	6,113	11,644	57,416	6,241
Penn Hills Township	54.3	.0221	34.4	10.0	17.0	20.3	28.6	19.8	216,757	91,149	17,128	15,462	7,398	29,674	9,897
• Pittsburgh	386.0	.1572	35.3	13.5	16.8	15.7	34.6	161.4	2,601,687	559,287	364,369	279,723	148,686	512,790	118,408
Fayette	159.2	.0648	35.2	9.2	15.3	17.8	32.5	59.9	711,888	192,152	47,526	97,039	31,873	151,783	31,441
Washington	214.1	.0872	35.7	10.2	15.6	19.2	31.7	80.8	1,022,004	252,558	80,685	108,623	40,147	269,693	33,992
Westmoreland	382.2	.1556	35.3	9.4	16.2	19.9	30.5	144.2	2,047,857	442,841	155,273	271,216	137,982	476,284	67,319
Hempfield Township	43.0	.0175	33.2	8.9	18.7	21.3	25.1	15.4	314,684	38,724	15,727	98,029	11,291	116,529	3,322
SUBURBAN TOTAL	1,705.8	.6945	35.8	9.6	16.2	19.7	31.5	657.3	9,546,092	2,161,682	799,119	1,331,396	557,209	2,187,275	327,822
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,312.0***	***.9413***	***35.7***	***10.3***	***16.2***	***18.8***	***32.1***	***901.7***	***13,216,801***	***3,034,160***	***1,238,673***	***1,777,227***	***766,583***	***2,888,901***	***491,461***
READING	**327.1**	**.1331**	**36.0**	**9.9**	**16.0**	**19.8**	**31.6**	**127.0**	**2,401,553**	**455,401**	**199,185**	**287,046**	**136,508**	**571,210**	**62,669**
Berks	327.1	.1331	36.0	9.9	16.0	19.8	31.6	127.0	2,401,553	455,401	199,185	287,046	136,508	571,210	62,669
• Reading	78.0	.0318	36.5	11.1	14.8	16.0	35.6	33.4	563,378	75,541	57,857	17,780	51,639	154,103	13,589
SUBURBAN TOTAL	249.1	.1013	35.8	9.6	16.4	20.9	30.4	93.6	1,838,175	379,860	141,328	269,266	84,869	417,107	49,080
SCRANTON - WILKES-BARRE	**732.2**	**.2981**	**37.0**	**10.0**	**15.0**	**18.5**	**34.1**	**280.0**	**4,318,954**	**993,786**	**366,133**	**566,616**	**200,123**	**886,512**	**192,940**
Columbia	63.4	.0258	33.8	14.1	15.1	18.4	29.8	23.3	287,623	79,602	26,618	31,119	13,005	59,091	9,615
Lackawanna	223.2	.0909	37.8	10.0	14.5	17.8	35.7	85.2	1,422,004	291,406	123,571	206,501	60,455	295,581	77,560
• Scranton	82.6	.0336	39.1	11.1	14.1	15.5	38.8	33.3	619,850	110,141	50,367	106,129	21,220	155,638	29,673
Luzerne	332.0	.1352	38.3	9.2	14.7	18.4	35.9	128.5	1,946,090	466,485	160,743	260,449	104,369	391,108	80,874
• Hazleton	25.5	.0104	42.0	9.0	12.9	17.3	41.2	10.6	258,897	64,231	16,622	45,814	15,420	58,853	11,471
• Wilkes-Barre	48.2	.0196	39.2	11.6	14.0	16.0	38.6	19.9	478,024	100,889	40,357	122,054	41,453	30,463	16,888
Monroe	84.6	.0344	34.8	10.4	16.8	20.0	29.6	32.8	541,652	123,765	46,138	62,303	18,930	113,617	18,743
Wyoming	29.0	.0118	31.9	8.9	17.8	19.2	25.2	10.2	121,585	32,528	9,063	6,244	3,364	27,115	6,148
SUBURBAN TOTAL	575.9	.2345	36.4	9.7	15.4	19.0	32.9	216.2	2,962,183	718,525	258,787	292,619	122,030	641,558	134,908
SHARON	**125.5**	**.0511**	**34.7**	**11.3**	**15.0**	**18.6**	**31.0**	**46.1**	**582,812**	**124,449**	**48,777**	**93,479**	**32,350**	**147,865**	**18,170**
Mercer	125.5	.0511	34.7	11.3	15.0	18.6	31.0	46.1	582,812	124,449	48,777	93,479	32,350	147,865	18,170
• Sharon	16.3	.0066	36.3	10.8	15.2	16.8	35.1	6.5	98,474	19,140	7,073	8,687	8,691	28,402	3,180
SUBURBAN TOTAL	109.2	.0445	34.5	11.5	15.0	19.0	30.3	39.6	484,338	105,309	41,704	84,792	23,659	119,463	14,990
STATE COLLEGE	**116.9**	**0476**	**26.8**	**27.2**	**17.4**	**15.7**	**18.9**	**39.6**	**638,607**	**130,522**	**64,509**	**63,217**	**40,613**	**135,983**	**21,688**
Centre	116.9	.0476	26.8	27.2	17.4	[illegible]	18.9	39.6	638,607	130,522	64,509	63,217	40,613	135,983	21,688
• State College	34.8	.0142	22.9	50.1	14.5	[illegible]	[illegible]	10.0	372,504	63,820	44,945	52,691	20,114	105,004	10,646
SUBURBAN TOTAL	82.1	.0334	31.3	13.2	18.8	20.7	22.4	29.6	266,103	66,702	19,564	10,526	20,499	30,979	11,042
WILLIAMSPORT	**117.9**	**0480**	**33.9**	**10.7**	**16.1**	**19.0**	**29.2**	**43.8**	**682,480**	**162,744**	**50,104**	**90,511**	**38,894**	**163,690**	**22,563**
Lycoming	117.9	.0480	33.9	10.7	16.1	19.0	29.2	43.8	682,480	162,744	50,104	90,511	38,894	163,690	22,563
• Williamsport	32.1	.0131	32.8	14.4	15.5	15.8	30.7	[illegible]	249,668	36,897	15,693	30,976	22,279	64,262	8,562
SUBURBAN TOTAL	85.8	.0349	34.3	9.3	16.4	20	28.8	31.1	432,812	125,847	34,411	59,535	16,615	99,428	14,001
YORK	**400.3**	**1629**	**33.5**	**10.2**	**17.4**	**20.6**	**[illegible]**	**150.8**	**2,118,279**	**473,860**	**177,019**	**257,193**	**112,900**	**493,311**	**57,150**
Adams	71.6	.0291	32.3	12.0	16.6	19.4	26.2	25.6	256,342	71,499	36,493	8,835	12,150	51,155	7,012
York	328.7	.1338	33.7	9.8	17.7	20.8	26.8	125.2	1,861,937	402,361	140,526	248,358	100,750	442,156	50,138
• York	44.2	.0180	33.2	11.9	17.2	15.7	31.2	18.6	244,881	35,743	24,945	10,572	19,682	70,049	9,839
SUBURBAN TOTAL	356.1	.1449	33.5	10.0	17.5	21.2	26.1	132.0	1,873,398	438,117	152,074	246,621	93,218	423,262	47,311

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PA. (cont.)

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
OTHER COUNTIES								
Armstrong	79.1	.0322	35.5	9.7	15.1	18.3	32.3	30.2
Bedford	48.2	.0197	34.4	9.2	14.9	20.2	28.9	17.6
Bradford	65.5	.0267	32.9	9.3	15.7	19.8	26.9	24.0
Butler	155.1	.0632	32.2	11.7	17.1	19.5	25.7	55.2
Cameron	6.4	.0026	36.3	8.6	15.1	19.0	32.7	2.7
Clarion	43.9	.0179	31.0	16.7	14.3	18.2	26.0	15.0
Clearfield	83.5	.0340	33.9	9.5	15.5	18.5	29.7	30.6
Clinton	39.5	.0161	33.6	13.2	14.7	18.7	29.2	14.3
Crawford	88.1	.0359	33.4	10.4	15.9	18.7	28.8	32.3
Elk	38.6	.0158	33.9	9.5	14.8	19.0	29.3	13.9
Forest	4.8	.0019	37.8	8.0	14.1	19.3	34.7	1.9
Franklin	120.5	.0491	34.0	9.6	16.6	20.5	27.7	45.1
Fulton	14.2	.0058	33.2	9.2	15.6	20.8	26.4	5.4
Greene	41.5	.0169	33.3	9.9	16.3	17.1	30.1	15.3
Huntingdon	43.4	.0176	33.3	11.2	16.6	19.6	27.6	15.2
Indiana	94.2	.0384	30.4	16.8	15.9	16.9	25.8	32.5
Jefferson	50.3	.0205	34.6	9.7	15.2	18.4	30.9	19.1
Juniata	20.5	.0083	34.0	9.3	16.0	20.2	28.2	7.5
Lawrence	102.7	.0418	35.3	10.6	15.4	18.4	32.0	38.2
McKean	48.1	.0196	35.4	9.3	14.2	18.3	32.4	18.2
Mifflin	47.7	.0194	34.9	8.7	15.3	20.0	29.9	18.0
Montour	17.0	.0069	36.1	9.6	15.5	19.5	32.0	6.1
Northumberland	100.9	.0411	37.6	8.5	14.7	18.7	34.7	40.2
Pike	23.3	.0095	40.8	6.7	13.9	19.1	38.9	9.4
Potter	18.8	.0076	33.7	8.8	14.7	18.8	29.2	6.9
Schuylkill	159.5	.0650	39.0	8.3	14.2	17.9	37.1	63.1
Snyder	36.3	.0148	32.2	12.5	17.0	20.0	25.2	12.7
Sullivan	6.6	.0027	35.6	10.5	13.3	16.6	34.1	2.3
Susquehanna	41.6	.0169	34.3	8.6	15.3	20.1	28.8	15.0
Tioga	42.4	.0173	32.4	12.4	14.6	19.6	26.6	14.9
Union	34.4	.0140	31.6	15.5	17.4	19.7	24.4	11.2
Venango	63.7	.0259	34.1	9.3	16.6	19.4	29.1	23.7
Warren	47.5	.0194	35.1	8.8	15.4	20.0	30.2	17.6
Wayne	40.3	.0164	35.9	8.2	14.9	18.6	32.5	15.1
TOTAL METRO COUNTIES	**10,105.3**	**4.1138**	**34.5**	**10.8**	**16.5**	**19.2**	**29.9**	**3,828.4**
TOTAL STATE	**11,973.4**	**4.8747**	**34.5**	**10.7**	**16.4**	**19.2**	**29.9**	**4,518.8**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES							
Armstrong	320,786	103,426	23,758	16,547	15,502	75,057	14,891
Bedford	226,141	47,710	30,788	3,393	7,300	55,701	9,274
Bradford	263,096	65,738	15,060	16,089	9,946	76,818	16,823
Butler	715,043	144,334	64,839	99,129	46,829	170,070	24,778
Cameron	22,823	8,237	1,279	1,701	368	2,956	1,844
Clarion	191,620	40,119	20,372	16,396	7,773	38,741	8,881
Clearfield	492,582	111,207	24,067	58,314	29,177	132,036	15,201
Clinton	217,994	42,634	10,993	15,214	9,004	49,721	7,071
Crawford	391,488	86,159	40,501	38,511	16,376	94,055	10,911
Elk	140,058	43,224	6,715	9,903	7,070	35,045	8,579
Forest	16,989	5,726	1,768	408	129	2,397	
Franklin	490,455	108,324	40,662	55,075	19,299	116,784	21,009
Fulton	30,781	11,638	2,510	1,118	762	9,464	1,134
Greene	170,745	47,298	10,215	17,932	5,674	51,956	6,028
Huntingdon	155,059	45,568	12,265	8,242	5,131	25,960	4,159
Indiana	437,131	58,650	35,133	85,912	23,698	119,401	14,212
Jefferson	209,716	53,339	9,227	12,383	8,854	50,002	7,053
Juniata	67,204	15,918	4,085	3,586	1,730	26,020	2,282
Lawrence	448,085	127,402	30,996	45,629	20,605	99,260	16,422
McKean	212,646	52,904	16,596	24,636	7,656	53,620	11,812
Mifflin	190,677	47,406	15,360	18,679	6,909	32,908	14,049
Montour	95,022	17,561	6,153	2,604	3,680	45,635	4,780
Northumberland	442,476	116,656	20,617	29,173	26,906	111,968	24,246
Pike	68,170	15,242	8,667	1,162	2,021	14,181	1,423
Potter	57,112	16,490	2,861	395	3,101	17,558	2,573
Schuylkill	814,030	216,093	53,895	123,134	54,018	132,846	42,354
Snyder	330,086	52,165	28,083	70,663	17,337	85,067	5,301
Sullivan	26,371	6,108	1,681	3,624	251	6,288	1,086
Susquehanna	133,709	33,717	8,883	1,772	4,710	39,223	5,234
Tioga	142,873	34,357	11,009	11,215	4,210	36,214	5,867
Union	147,827	40,127	20,629	8,450	5,790	27,219	8,472
Venango	276,923	59,753	20,720	43,989	15,791	64,035	9,286
Warren	509,584	62,441	20,375	33,427	10,194	79,202	11,788
Wayne	272,392	58,996	13,880	16,096	17,774	53,427	10,356
TOTAL METRO COUNTIES	**64,002,646**	**13,885,898**	**5,629,085**	**7,689,274**	**3,558,973**	**14,248,669**	**2,305,176**
TOTAL STATE	**72,730,340**	**15,882,565**	**6,263,727**	**8,583,775**	**3,974,548**	**16,279,504**	**2,654,355**

PA.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM	**9,062,902**	**27,974**	**20.0**	**28.2**	**20.1**	**16.9**	**.2790**
Carbon	604,234	22,230	26.1	31.6	14.9	8.6	.0176
Lehigh	4,301,039	30,560	18.2	26.3	21.4	20.9	.1375
• Allentown	1,481,581	24,957	21.6	26.3	18.2	15.2	.0501
Northampton	2,896,586	25,961	21.3	29.8	19.4	12.7	.0854
• Bethlehem	891,851	24,083	22.1	26.2	18.1	13.2	.0277
• Easton	267,762	18,185	26.3	27.5	11.1	7.3	.0097
Warren, N. J.	*1,261,043*	*30,183*	*18.7*	*28.2*	*20.8*	*22.2*	*.0385*
SUBURBAN TOTAL	6,426,708	29,767	18.9	29.1	21.4	18.5	.1915
ALTOONA	**1,456,897**	**22.355**	**25.5**	**30.1**	**16.3**	**8.9**	**.0494**
Blair	1,456,897	22,355	25.5	30.1	16.3	8.9	.0494
• Altoona	572,806	20,777	26.1	28.4	14.9	8.5	.0212
SUBURBAN TOTAL	884,091	23,387	25.0	31.4	17.3	9.2	.0282
BEAVER COUNTY	**2,357,167**	**27,867**	**18.8**	**29.5**	**21.5**	**13.5**	**.0699**
Beaver	2,357,167	27,867	18.8	29.5	21.5	13.5	.0699
SUBURBAN TOTAL	2,357,167	27,867	18.8	29.5	21.5	13.5	.0699
ERIE	**3,570,112**	**26,884**	**20.6**	**29.0**	**19.2**	**15.7**	**.1096**
Erie	3,570,112	26,884	20.6	29.0	19.2	15.7	.1096
• Erie	1,403,721	23,583	23.0	27.7	17.2	12.1	.0445
Millcreek Township	697,646	32,111	17.8	30.0	21.6	22.5	.0235
SUBURBAN TOTAL	2,166,391	29,516	18.8	30.0	20.7	18.5	.0651
HARRISBURG - LEBANON - CARLISLE	**8,152,126**	**28,337**	**19.7**	**29.6**	**19.8**	**17.8**	**.2615**
Cumberland	2,880,996	31,277	17.5	29.2	21.4	21.7	.0966
• Carlisle	288,060	24,517	22.5	28.3	15.3	16.8	.0149
Dauphin	3,515,432	28,416	19.3	28.1	19.2	19.2	.1081
• Harrisburg	642,481	19,987	25.0	26.1	12.2	11.7	.0231
Lebanon	1,299,264	25,006	23.1	32.7	18.5	10.7	.0438

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Lebanon	296,059	19,657	28.0	27.8	13.3	8.1	.0117
Perry	456,434	24,789	24.0	33.2	18.9	9.4	.0130
SUBURBAN TOTAL	6,925,526	30,054	18.4	30.3	21.3	19.2	.2118
JOHNSTOWN	**2,385,284**	**19,456**	**27.7**	**30.2**	**12.5**	**6.0**	**.0788**
Cambria	1,637,303	19,902	26.9	30.2	13.2	6.3	.0544
• Johnstown	276,911	15,234	29.0	25.8	8.4	3.6	.0114
Somerset	747,981	18,652	29.5	30.2	10.9	5.4	.0244
SUBURBAN TOTAL	2,108,373	20,246	27.4	31.0	13.2	6.4	.0674
LANCASTER	**5,162,039**	**27,951**	**20.7**	**30.3**	**19.9**	**16.5**	**.1634**
Lancaster	5,162,039	27,951	20.7	30.3	19.9	16.5	.1634
• Lancaster	627,419	20,406	28.5	29.1	13.9	8.0	.0260
SUBURBAN TOTAL	4,534,620	29,550	19.1	30.6	21.1	18.1	.1374
PHILADELPHIA	**70,939,293**	**30,007**	**18.2**	**24.6**	**18.9**	**23.2**	**2.1427**
Bucks	7,861,357	34,546	15.1	26.2	23.1	26.1	.2435
Bensalem Township	831,342	30,436	18.2	28.6	22.2	19.1	.0295
Bristol Township	774,594	32,566	15.8	29.6	24.4	20.5	.0215
Chester	5,870,360	36,753	14.7	23.7	20.2	32.5	.1571
Delaware	8,614,869	32,094	17.4	25.2	20.0	25.3	.2634
Chester	436,742	18,943	24.0	23.4	13.6	10.8	.0140
Haverford Township	880,550	38,215	14.3	22.5	22.0	33.5	.0221
Upper Darby Township	1,282,837	28,085	20.4	28.2	18.7	19.3	.0388
Montgomery	11,922,458	35,512	15.2	25.1	21.1	29.8	.3713
Abington Township	1,120,042	36,656	14.5	25.0	21.1	31.9	.0339
Lower Merion Township	1,554,995	45,755	12.7	18.7	14.8	45.8	.0456
• Norristown	416,494	23,980	24.9	28.4	17.1	13.4	.0159
Philadelphia	20,291,186	22,704	21.9	23.8	15.3	15.8	.6226
• Philadelphia	20,291,186	22,704	21.9	23.8	15.3	15.8	.6226
Burlington, N. J.	*6,324,618*	*36,616*	*14.9*	*24.2*	*21.7*	*31.0*	*.1777*

PA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
Camden, N. J.	*7,161,586*	*29,688*	*18.4*	*24.5*	*18.4*	*23.7*	*.2171*
• *Camden*	*675,951*	*15,736*	*27.2*	*22.0*	*10.7*	*6.7*	*.0215*
Cherry Hill Township	*1,413,264*	*47,949*	*10.3*	*16.8*	*19.8*	*46.7*	*.0466*
Gloucester Township	*742,118*	*34,081*	*15.4*	*26.9*	*22.9*	*25.4*	*.0182*
Gloucester, N. J.	*2,892,859*	*31,687*	*17.7*	*26.4*	*23.1*	*20.6*	*.0900*
SUBURBAN TOTAL	49,555,662	34,508	15.7	25.2	21.2	28.0	1.4827
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***86,427,786***	***30,289***	***18.1***	***24.5***	***19.0***	***23.6***	***2.6032***
PITTSBURGH	**27,502,757**	**25,296**	**21.3**	**27.9**	**17.7**	**14.6**	**.8415**
Allegheny	18,823,909	26,083	20.7	27.0	18.0	16.3	.5708
• McKeesport	317,924	19,304	24.0	23.4	14.7	10.4	.0106
Penn Hills Township	725,393	30,394	17.1	32.5	23.0	17.3	.0200
• Pittsburgh	4,619,591	19,543	24.2	24.9	13.3	10.9	.1541
Fayette	1,473,095	18,797	25.0	28.7	12.4	6.2	.0499
Washington	2,591,785	25,308	21.9	28.1	18.9	13.3	.0778
Westmoreland	4,613,968	25,470	21.8	30.5	18.5	12.4	.1430
Hempfield Township	544,236	29,076	18.7	33.3	22.1	14.5	.0181
SUBURBAN TOTAL	22,565,242	26,823	20.6	28.6	18.9	15.6	.6768
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***29,859,924***	***25,504***	***21.1***	***28.0***	***18.0***	***14.5***	***.9114***
READING	**4,334,727**	**26,753**	**20.8**	**28.7**	**19.7**	**14.9**	**.1408**
Berks	4,334,727	26,753	20.8	28.7	19.7	14.9	.1408
• Reading	875,514	19,084	25.6	26.2	13.7	8.0	.0310
SUBURBAN TOTAL	3,459,213	29,654	19.2	29.5	21.9	17.3	.1098

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SCRANTON - WILKES-BARRE	**8,445,285**	**22,748**	**26.0**	**29.4**	**16.0**	**10.8**	**.2751**
Columbia	668,231	21,926	27.1	31.5	14.9	8.8	.0211
Lackawanna	2,610,529	22,827	25.4	28.3	16.1	11.7	.0865
• Scranton	925,074	20,255	26.6	27.0	14.2	9.3	.0332
Luzerne	3,790,541	22,257	26.7	29.3	15.5	10.3	.1240
• Hazleton	305,725	20,821	28.5	27.5	14.9	9.5	.0119
• Wilkes-Barre	523,131	18,890	27.5	26.6	12.7	8.1	.0214
Monroe	1,056,096	24,582	24.8	30.2	18.0	12.1	.0339
Wyoming	319,888	24,400	23.7	32.5	17.0	11.2	.0096
SUBURBAN TOTAL	6,691,355	23,531	25.7	30.0	16.7	11.4	.2086
SHARON	**1,437,221**	**24,773**	**22.3**	**30.7**	**17.8**	**11.4**	**.0442**
Mercer	1,437,221	24,773	22.3	30.7	17.8	11.4	.0442
• Sharon	184,672	21,527	23.8	26.3	16.1	10.4	.0061
SUBURBAN TOTAL	1,252,549	25,216	22.0	31.6	18.0	11.5	.0381
STATE COLLEGE	**1,236,330**	**22,108**	**25.1**	**27.8**	**14.8**	**11.9**	**.0413**
Centre	1,236,330	22,108	25.1	27.8	14.8	11.9	.0413
• State College	297,630	14,781	29.1	16.8	8.7	11.9	.0147
SUBURBAN TOTAL	938,700	24,403	23.7	31.5	16.8	12.0	.0266
WILLIAMSPORT	**1,346,895**	**23,507**	**24.5**	**30.1**	**16.6**	**11.4**	**.0438**
Lycoming	1,346,895	23,507	24.5	30.1	16.6	11.4	.0438
• Williamsport	355,130	19,592	27.4	27.0	12.5	9.5	.0130
SUBURBAN TOTAL	991,765	25,095	23.4	31.4	18.3	12.1	.0308
YORK	**5,210,046**	**27,771**	**20.0**	**30.6**	**20.8**	**14.6**	**.1551**
Adams	872,449	26,834	21.1	32.3	19.2	13.9	.0244

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METRO & COUNTY TOTALS

PA. (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
York	4,337,597	28,002	19.9	30.1	21.1	14.8	.1307
• York	487,785	18,759	25.9	26.5	13.8	6.9	.0160
SUBURBAN TOTAL	4,722,261	29,071	19.3	31.0	21.8	15.7	.1391
OTHER COUNTIES							
Armstrong	378,850	22,934	23.8	29.8	16.9	9.5	.0263
Bedford	478,779	20,479	27.6	29.8	13.2	8.1	.0159
Bradford	705,294	22,938	24.2	30.8	15.8	10.2	.0214
Butler	1,731,912	25,238	21.7	32.2	18.7	10.8	.0534
Cameron	69,701	20,228	27.7	29.9	14.0	6.8	.0022
Clarion	428,236	21,416	25.6	28.1	16.4	8.3	.0140
Clearfield	829,695	20,738	27.1	29.9	14.9	6.9	.0293
Clinton	344,884	18,802	29.8	31.9	10.2	4.4	.0128
Crawford	968,165	22,650	25.6	29.7	16.3	10.0	.0299
Elk	448,391	25,197	22.3	31.8	18.4	11.8	.0129
Forest	48,994	19,788	29.3	30.5	11.9	7.0	.0015
Franklin	1,489,589	26,121	22.4	31.2	19.4	13.2	.0425
Fulton	146,338	21,243	25.0	31.9	14.5	6.9	.0041
Greene	423,804	21,376	24.3	28.4	16.0	8.5	.0132
Huntingdon	406,157	20,256	27.7	29.9	13.7	7.0	.0131
Indiana	938,876	21,841	25.2	30.0	15.5	8.5	.0306
Jefferson	601,063	23,897	23.4	29.6	16.6	12.2	.0176
Juniata	208,513	20,995	28.2	30.5	14.8	7.5	.0063
Lawrence	1,198,549	24,549	21.7	29.1	18.3	11.9	.0358
McKean	536,508	22,602	24.8	30.0	15.5	10.5	.0164
Mifflin	460,874	19,646	26.4	29.2	13.6	6.4	.0146
Montour	217,553	26,295	21.9	30.9	17.9	16.3	.0066
Northumberland	934,964	17,755	30.7	28.7	11.0	4.1	.0314
Pike	288,926	22,690	26.3	29.2	14.8	12.4	.0077
Potter	195,032	22,007	25.1	29.6	15.8	8.9	.0056
Schuylkill	1,711,020	20,472	28.7	30.2	13.6	7.4	.0555
Snyder	393,085	23,693	25.2	33.8	16.5	9.1	.0156
Sullivan	61,534	19,806	30.3	30.1	11.9	7.5	.0021
Susquehanna	440,810	22,584	25.7	30.0	16.2	9.9	.0129
Tioga	406,035	20,644	26.5	30.0	14.2	7.4	.0125
Union	373,249	24,526	24.7	31.5	17.3	11.8	.0115
Venango	735,065	24,577	21.8	31.6	17.2	11.1	.0220
Warren	479,310	21,273	27.5	32.5	13.9	6.6	.0213
Wayne	392,360	18,902	31.3	28.1	12.4	6.3	.0146
TOTAL METRO COUNTIES	**134,958,975**	**26,725**	**20.6**	**27.4**	**18.3**	**17.2**	**4.1728**
TOTAL STATE	**154,931,090**	**25,913**	**21.4**	**27.7**	**17.9**	**16.0**	**4.8059**

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Rhode Island

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - PAWTUCKET - WOONSOCKET	**903.7**	**.3680**	**34.3**	**11.7**	**16.4**	**18.3**	**30.6**	**332.5**	**6,053,472**	**1,263,963**	**604,645**	**725,204**	**264,884**	**1,137,339**	**269,983**
Bristol	48.0	.0195	35.3	11.5	14.8	19.9	30.5	16.2	207,014	50,414	25,556	6,810	3,995	52,351	8,857
Kent	163.9	.0668	34.1	9.7	17.1	20.1	28.4	59.2	1,384,153	228,646	112,494	324,861	56,389	273,738	50,475
Warwick	88.8	.0362	35.4	9.5	16.5	19.5	31.0	32.4	977,071	129,446	72,580	312,339	43,629	155,029	26,331
Providence	585.6	.2384	35.0	11.8	15.9	17.7	32.4	220.0	3,645,406	810,294	381,918	347,983	171,575	661,090	187,757
Cranston	73.9	.0301	38.6	9.9	15.6	18.2	36.4	27.5	475,778	100,845	51,503	22,916	25,396	82,786	37,777
East Providence	51.6	.0210	36.7	10.3	15.5	17.9	34.2	19.3	395,760	82,100	33,572	24,010	22,029	112,805	21,044
• Pawtucket	73.3	.0298	36.5	10.9	15.5	16.8	34.9	29.7	479,444	102,880	30,786	67,011	17,586	80,010	23,648
• Providence	158.0	.0643	32.9	15.6	16.6	15.2	31.4	62.2	958,888	191,783	119,693	91,113	63,371	172,309	35,600
• Woonsocket	45.4	.0185	34.3	10.2	15.8	16.3	32.6	17.5	333,092	72,315	24,914	42,615	15,805	68,594	16,006
Washington	106.2	.0433	31.1	14.0	18.8	18.8	23.8	37.1	816,899	174,609	84,677	45,550	32,925	150,160	22,894
SUBURBAN TOTAL	627.0	.2554	34.5	10.9	16.6	19.4	29.7	223.1	4,282,048	896,985	429,252	524,465	168,122	816,426	194,729
OTHER COUNTIES															
Newport	86.3	.0351	32.2	12.1	19.0	19.4	25.3	30.8	697,270	104,543	115,823	44,195	21,972	199,813	24,492
TOTAL METRO COUNTIES	**903.7**	**.3680**	**34.3**	**11.7**	**16.4**	**18.3**	**30.6**	**332.5**	**6,053,472**	**1,263,963**	**604,645**	**725,204**	**264,884**	**1,137,339**	**269,983**
TOTAL STATE	**990.0**	**.4031**	**34.1**	**11.7**	**16.6**	**18.4**	**30.1**	**363.3**	**6,750,742**	**1,368,506**	**720,468**	**769,399**	**286,856**	**1,337,152**	**294,475**

R.I. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

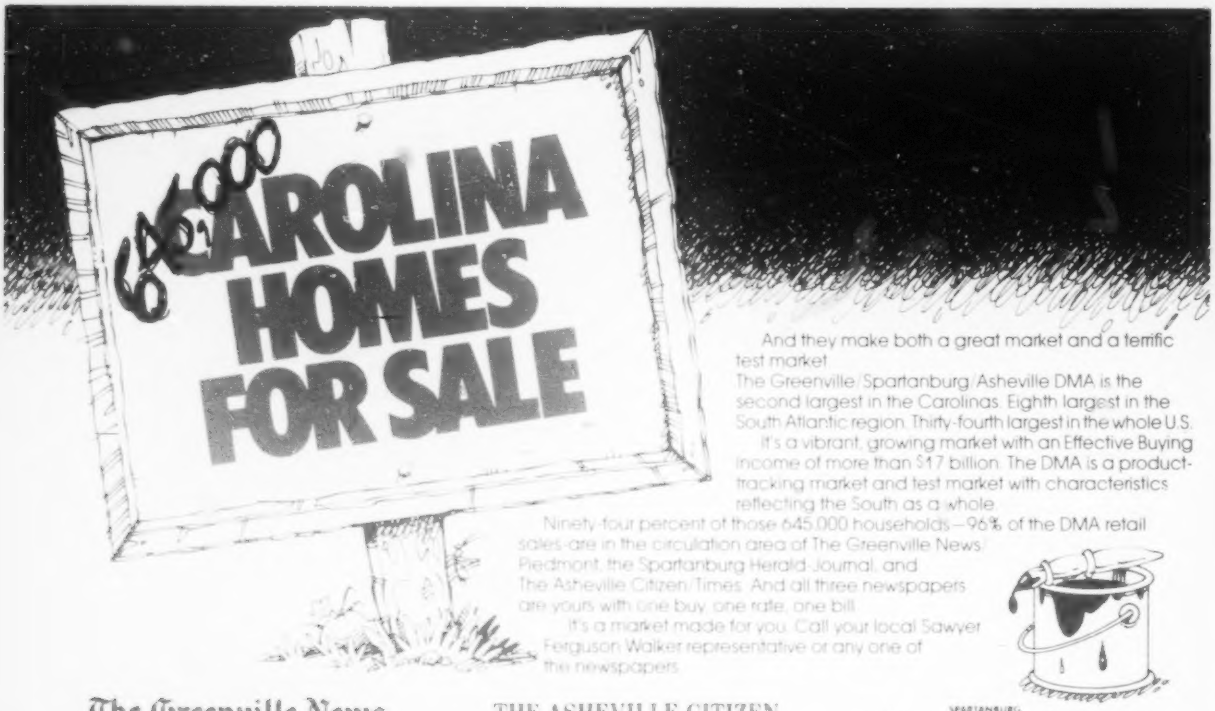
METRO AREA **County** City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
PROVIDENCE - PAWTUCKET - WOONSOCKET	**12,038,468**	**26,968**	**20.4**	**26.2**	**18.5**	**18.2**	**.3790**
Bristol	640,800	28,766	20.2	27.9	17.4	21.1	.0179
Kent	2,259,290	30,201	17.5	28.4	21.3	19.6	.0755
Warwick	1,253,329	30,812	17.0	28.3	21.6	20.3	.0458
Providence	7,680,503	25,336	21.4	25.2	17.6	17.1	.2383
Cranston	1,086,525	29,760	19.0	25.9	19.8	21.5	.0322
East Providence	706,419	28,836	19.9	26.2	21.6	18.4	.0229
• Pawtucket	933,857	23,748	22.8	26.7	17.1	13.5	.0299
• Providence	1,907,798	19,455	25.3	23.4	12.9	12.5	.0613
• Woonsocket	527,975	22,287	23.2	25.1	16.2	12.8	.0184
Washington	1,457,875	29,906	19.0	28.6	19.5	21.1	.0473
SUBURBAN TOTAL	8,668,838	29,981	18.5	27.1	20.4	20.8	.2694
OTHER COUNTIES							
Newport	1,316,525	31,261	17.9	25.0	19.8	24.6	.0412
TOTAL METRO COUNTIES	**12,038,468**	**26,968**	**20.4**	**26.2**	**18.5**	**18.2**	**.3790**
TOTAL STATE	**13,354,993**	**27,309**	**20.2**	**26.2**	**18.6**	**18.7**	**.4202**

South Carolina

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**145.6**	**.0593**	**33.3**	**9.9**	**16.7**	**21.3**	**25.9**	**54.7**	**754,303**	**165,456**	**59,602**	**91,146**	**42,615**	**158,705**	**33,704**
Anderson	145.6	.0593	33.3	9.9	16.7	21.3	25.9	54.7	754,303	165,456	59,602	91,146	42,615	158,705	33,704
• Anderson	28.9	.0118	35.1	11.8	14.8	17.0	33.1	11.7	479,288	86,138	42,033	64,318	22,736	99,128	21,590
SUBURBAN TOTAL	116.7	.0475	32.9	9.5	17.2	22.3	24.0	43.0	275,015	79,318	17,569	26,828	19,879	59,577	12,114
CHARLESTON	**498.9**	**.2032**	**28.5**	**15.1**	**19.6**	**19.2**	**18.1**	**170.0**	**2,883,843**	**666,476**	**311,542**	**320,923**	**166,343**	**696,219**	**79,549**
Berkeley	130.3	.0531	27.5	12.3	20.1	20.5	14.5	43.2	296,622	95,514	25,071	25,769	11,817	60,396	15,162
Charleston	289.0	.1177	28.7	17.6	19.5	17.7	20.1	100.2	2,283,201	467,426	264,603	273,025	144,188	566,423	48,897
• Charleston	68.2	.0278	31.2	17.1	17.8	15.9	27.4	26.4	1,077,732	196,467	138,980	114,420	63,415	316,031	18,988
North Charleston	64.7	.0263	24.5	28.6	21.8	14.1	12.0	19.8	654,927	122,318	80,084	96,967	50,174	152,856	7,422
Dorchester	79.6	.0324	29.4	10.3	19.5	22.2	17.0	26.6	304,020	103,536	21,868	22,129	10,338	69,400	15,490
SUBURBAN TOTAL	430.7	.1754	28.1	14.7	20.0	19.7	16.7	143.6	1,806,111	470,009	172,562	206,503	102,928	380,188	60,561
CHARLOTTE - GASTONIA - ROCK HILL	**1,088.1**	**.4432**	**32.3**	**10.8**	**18.3**	**21.2**	**23.9**	**407.5**	**7,354,092**	**1,644,269**	**621,562**	**830,810**	**419,288**	**1,812,274**	**250,832**
York	123.9	.0505	31.1	11.7	17.5	20.9	22.3	43.7	695,041	202,841	65,446	54,649	33,917	154,872	30,336
• Rock Hill	42.0	.0171	29.9	15.8	17.1	16.8	24.5	14.9	432,560	110,576	44,143	49,008	24,888	66,663	19,794
Cabarrus, N. C.	*94.6*	*.0386*	*34.5*	*9.5*	*16.4*	*21.3*	*27.9*	*34.9*	*587,329*	*131,742*	*39,178*	*68,154*	*33,144*	*154,096*	*21,143*
• Kannapolis	*33.1*	*.0135*	*35.9*	*9.9*	*14.9*	*18.8*	*32.4*	*12.9*	*228,277*	*49,639*	*14,522*	*57,259*	*16,326*	*26,558*	*8,067*
Gaston, N. C.	*172.9*	*.0704*	*32.7*	*9.9*	*17.3*	*20.9*	*25.2*	*62.9*	*1,042,784*	*260,987*	*83,524*	*181,058*	*37,819*	*239,453*	*46,398*
• Gastonia	*55.7*	*.0227*	*34.0*	*9.5*	*16.5*	*19.4*	*29.0*	*21.2*	*737,682*	*153,891*	*57,038*	*160,007*	*28,283*	*180,115*	*29,473*
Lincoln, N. C.	*48.0*	*.0195*	*32.9*	*9.4*	*17.5*	*22.2*	*24.2*	*17.6*	*178,711*	*52,199*	*14,608*	*16,089*	*6,752*	*34,600*	*10,753*
Mecklenburg, N. C.	*460.9*	*.1877*	*31.7*	*11.5*	*20.0*	*21.5*	*21.9*	*180.0*	*3,789,054*	*639,016*	*357,092*	*417,380*	*268,413*	*1,014,144*	*104,904*
• Charlotte	*375.0*	*.1527*	*31.5*	*11.4*	*20.6*	*20.6*	*22.3*	*150.0*	*3,517,110*	*517,697*	*331,582*	*397,705*	*257,291*	*1,010,331*	*97,125*
Rowan, N. C.	*105.8*	*.0431*	35.[illegible]	*10.2*	*16.0*	*19.8*	*30.5*	*40.5*	*677,782*	*255,177*	*39,858*	*43,117*	*26,882*	*126,086*	*25,285*
Union, N. C.	*82.0*	*.0334*	[illegible]	*10.7*	*17.3*	*21.7*	*21.7*	*27.9*	*383,391*	*102,307*	*21,856*	*50,363*	*12,361*	*89,023*	*12,013*
SUBURBAN TOTAL	582.3	.2372	32.8	10.3	17.3	22.2	23.9	208.5	2,438,463	812,466	174,277	166,831	92,500	528,607	96,373

S.C. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
				% of Population by Age Group											
METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
COLUMBIA	**450.2**	**.1833**	**29.8**	**14.4**	**20.3**	**19.9**	**19.7**	**162.6**	**2,716,027**	**522,987**	**267,312**	**364,782**	**135,577**	**593,428**	**86,560**
Lexington	172.7	.0703	31.0	10.4	19.4	23.1	19.1	63.8	791,184	220,967	81,757	50,735	25,447	151,242	34,062
Richland	277.5	.1130	29.2	17.0	20.8	17.9	19.9	98.8	1,924,843	302,020	185,555	314,047	110,130	442,186	52,498
• Columbia	95.3	.0388	28.3	24.6	19.7	13.6	25.1	32.1	880,253	168,642	87,334	90,196	60,499	205,845	31,330
SUBURBAN TOTAL	354.9	.1445	30.2	11.7	20.4	21.6	18.7	130.5	1,835,774	354,345	179,978	274,586	75,078	387,583	55,230
FLORENCE	**121.1**	**.0493**	**30.4**	**10.9**	**18.1**	**20.0**	**21.7**	**42.3**	**747,197**	**150,825**	**52,239**	**101,572**	**34,853**	**169,715**	**27,232**
Florence	121.1	.0493	30.4	10.9	18.1	20.0	21.7	42.3	747,197	150,825	52,239	101,572	34,853	169,715	27,232
• Florence	33.1	.0135	31.3	10.6	18.5	18.1	25.1	12.4	500,331	93,482	42,372	76,696	24,165	122,859	18,984
SUBURBAN TOTAL	88.0	.0358	30.1	11.0	17.9	20.7	20.5	29.9	246,866	57,343	9,867	24,876	10,688	46,856	8,248
GREENVILLE - SPARTANBURG	**619.1**	**.2519**	**32.2**	**12.0**	**17.5**	**21.0**	**24.0**	**232.4**	**3,881,381**	**895,560**	**343,404**	**459,049**	**235,638**	**764,369**	**141,552**
Greenville	313.3	.1275	32.2	11.5	18.0	21.1	23.8	119.7	2,269,061	467,620	191,994	309,763	158,880	463,880	67,131
• Greenville	59.2	.0241	32.8	14.4	17.7	16.3	29.7	24.5	1,110,997	147,596	89,620	217,580	99,174	284,185	27,013
Pickens	89.6	.0364	29.9	17.8	16.7	19.8	21.7	31.5	374,028	92,257	43,370	34,640	12,917	79,045	20,782
Spartanburg	216.2	.0880	33.0	10.2	17.5	21.2	25.3	81.2	1,238,292	335,683	108,040	114,646	63,841	221,444	53,639
• Spartanburg	45.2	.0184	33.0	12.3	17.2	17.3	29.3	17.9	636,878	119,554	58,691	66,794	35,762	141,846	32,371
SUBURBAN TOTAL	514.7	.2094	32.0	11.6	17.7	21.8	22.9	190.0	2,133,506	628,410	195,093	174,675	100,702	338,338	82,168
OTHER COUNTIES															
Abbeville	23.4	.0095	32.8	11.0	15.8	18.6	27.8	8.6	55,324	26,981	3,857	5,040	1,092	5,245	4,398
☐ Aiken	120.2	.0489	32.1	10.1	16.7	20.6	24.7	45.3	579,821	147,782	41,395	68,887	14,487	116,810	34,107
Allendale	11.2	.0046	30.6	9.4	17.0	16.6	26.0	3.8	30,416	13,158	1,222	131	1,110	6,870	842
Bamberg	18.3	.0074	29.7	13.4	15.3	16.8	25.2	6.1	52,465	18,486	4,306	3,339	3,682	6,890	3,730
Barnwell	21.8	.0089	30.5	9.7	16.8	18.0	24.5	7.7	61,292	26,874	3,922	2,251	3,302	7,802	4,541
Beaufort	84.1	.0342	27.5	18.7	18.7	14.9	21.1	30.1	644,887	155,287	78,238	32,666	55,444	127,814	13,404
Calhoun	13.1	.0053	31.3	10.4	16.1	18.2	25.8	4.5	18,211	7,396	446	156	816	4,397	563
Cherokee	42.9	.0174	32.3	9.5	16.8	20.5	25.0	15.2	194,889	62,433	16,942	22,663	7,908	25,091	10,081
Chester	31.5	.0129	32.7	9.6	15.8	19.0	27.3	11.0	117,565	40,449	9,705	9,351	3,855	19,002	8,633
Chesterfield	39.8	.0162	31.6	9.6	17.0	19.5	24.7	14.6	146,656	42,612	7,388	11,655	6,523	22,382	9,053
Clarendon	29.0	.0118	30.3	10.8	16.3	17.1	25.2	9.8	96,245	19,217	6,480	5,733	4,591	21,282	5,039
Colleton	35.6	.0145	31.6	9.6	16.4	18.9	25.6	12.5	160,956	42,515	13,258	9,614	13,871	16,715	8,738
Darlington	66.2	.0269	30.5	10.0	17.5	19.3	22.8	23.1	256,406	58,012	16,869	20,422	9,691	67,000	16,568
Dillon	32.2	.0131	28.9	10.5	16.0	17.2	23.0	10.5	165,978	37,249	17,271	10,979	8,917	23,117	8,321
Edgefield	18.2	.0074	31.1	10.0	17.2	18.6	24.6	6.1	55,286	13,342	1,696	530	1,999	27,455	1,685



And they make both a great market and a terrific test market.

The Greenville/Spartanburg/Asheville DMA is the second largest in the Carolinas. Eighth largest in the South Atlantic region. Thirty-fourth largest in the whole U.S.

It's a vibrant, growing market with an Effective Buying Income of more than $17 billion. The DMA is a product-tracking market and test market with characteristics reflecting the South as a whole.

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THE ASHEVILLE CITIZEN
ASHEVILLE TIMES
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SPARTANBURG
Herald-Journal
[illegible]

Sources: ① Sales & Marketing Management 1988 Survey of Buying Power. Further reproduction is prohibited. ② American Newspaper Markets, Inc. Circulation 87-88

S.C. (cont.)

POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Fairfield	21.1	.0086	31.0	10.3	16.1	17.2	26.4	6.9
Georgetown	48.8	.0199	29.8	10.2	17.1	18.0	23.0	16.9
Greenwood	61.7	.0252	33.1	10.5	16.6	20.2	26.6	23.1
Hampton	19.3	.0078	30.9	9.3	16.4	17.7	25.7	6.9
Horry	133.4	.0543	31.2	11.3	18.0	19.9	23.2	50.9
Jasper	16.1	.0066	29.7	10.0	15.6	18.3	23.5	5.6
Kershaw	43.3	.0176	31.9	9.7	17.2	20.2	24.4	16.1
Lancaster	57.3	.0233	31.9	9.9	17.3	20.8	23.8	20.3
Laurens	54.6	.0223	33.2	10.5	16.5	20.2	26.8	19.0
Lee	19.0	.0077	29.1	11.4	15.7	17.2	23.5	6.0
McCormick	7.8	.0032	31.6	10.8	15.8	18.5	26.2	2.3
Marion	35.2	.0143	30.1	9.9	17.1	17.5	24.2	12.0
Marlboro	32.2	.0131	30.1	10.0	15.8	18.0	24.3	10.6
Newberry	32.3	.0132	34.9	10.4	15.1	18.9	30.9	12.5
Oconee	54.7	.0223	33.3	9.7	16.8	22.0	25.1	21.4
Orangeburg	90.4	.0368	29.9	12.9	16.2	17.7	24.1	30.9
Saluda	17.3	.0071	33.5	9.4	15.2	19.3	28.4	6.1
Sumter	96.8	.0394	28.6	13.1	17.6	19.3	19.5	32.5
Union	31.0	.0126	33.7	9.8	16.2	20.0	28.0	11.2
Williamsburg	39.8	.0162	29.0	10.1	16.4	16.5	23.7	12.9
TOTAL METRO COUNTIES	**2,079.0**	**.8464**	**30.6**	**12.9**	**18.7**	**20.2**	**21.5**	**751.0**
TOTAL STATE	**3,458.4**	**1.4080**	**30.7**	**12.2**	**17.8**	**19.7**	**22.7**	**1,238.7**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
Fairfield	53,406	16,525	3,175	5,037	1,270	8,825	4,030
Georgetown	300,819	87,065	36,897	19,262	19,098	66,940	9,585
Greenwood	391,887	82,283	28,938	49,073	18,326	63,945	16,132
Hampton	81,839	26,188	2,877	3,808	3,399	16,806	3,533
Horry	1,258,828	268,768	192,714	119,615	99,157	240,876	40,244
Jasper	79,585	15,836	6,621	1,249	6,377	8,198	1,815
Kershaw	233,190	57,622	16,270	24,438	9,447	61,846	10,293
Lancaster	242,835	69,062	16,109	24,670	21,989	31,103	9,726
Laurens	209,053	64,863	8,194	28,831	6,006	43,789	12,452
Lee	52,884	12,254	3,367	2,330	3,742	13,446	167
McCormick	12,000	4,825	618	653	701	1,140	1,060
Marion	130,455	39,412	7,241	7,978	5,683	24,609	10,716
Marlboro	92,739	32,658	6,908	5,168	3,384	20,637	4,293
Newberry	150,632	42,028	10,699	16,109	9,492	27,636	6,895
Oconee	210,488	55,710	13,080	14,692	10,832	49,616	12,108
Orangeburg	391,367	84,168	29,389	33,074	24,174	88,361	16,434
Saluda	54,831	19,829	1,798	1,723	2,492	10,591	2,645
Sumter	482,335	94,663	31,843	43,282	23,379	121,859	12,916
Union	136,942	42,700	7,152	10,384	5,787	17,572	10,962
Williamsburg	125,348	41,087	4,728	6,000	9,038	24,757	5,593
TOTAL METRO COUNTIES	**12,257,613**	**2,751,927**	**1,140,940**	**1,461,008**	**663,430**	**2,654,118**	**433,040**
TOTAL STATE	**19,005,652**	**4,473,484**	**1,751,158**	**2,012,914**	**1,070,004**	**3,977,732**	**720,235**

S.C.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**1,476,633**	**21,809**	**24.7**	**31.3**	**15.0**	**7.9**	**.0496**
Anderson	1,476,633	21,809	24.7	31.3	15.0	7.9	.0496
• Anderson	291,283	17,599	27.5	25.5	10.6	8.0	.0162
SUBURBAN TOTAL	1,185,350	22,865	23.8	33.1	16.2	7.8	.0334
CHARLESTON	**4,882,272**	**21,334**	**26.3**	**28.6**	**15.0**	**9.4**	**.1729**
Berkeley	1,153,182	21,732	27.1	31.7	15.7	6.9	.0344
Charleston	2,974,808	20,615	26.6	26.7	14.2	10.5	.1143
• Charleston	746,856	18,494	25.6	23.5	11.4	11.8	.0381
North Charleston	627,917	17,935	32.5	27.3	11.2	5.2	.0278
Dorchester	754,282	23,333	23.8	31.4	16.7	9.3	.0242
SUBURBAN TOTAL	4,135,416	21,790	26.4	29.6	15.7	8.9	.1348
CHARLOTTE - GASTONIA - ROCK HILL	**13,437,903**	**25,437**	**22.4**	**29.8**	**18.2**	**13.9**	**.4411**
York	1,363,906	25,041	22.1	30.5	18.6	12.1	.0449
• Rock Hill	413,684	21,382	25.6	28.6	15.6	8.9	.0183
Cabarrus, N. C.	*1,093,744*	*24,845*	*23.3*	*30.4*	*18.5*	*11.6*	*.0362*
• *Kannapolis*	*362,413*	*22,464*	*25.7*	*31.7*	*15.9*	*8.3*	*.0128*
Gaston, N. C.	*1,996,495*	*25,005*	*22.5*	*31.3*	*18.8*	*11.6*	*.0654*
• *Gastonia*	*663,878*	*22,960*	*24.3*	*27.7*	*15.9*	*12.7*	*.0292*
Lincoln, N. C.	*559,979*	*25,677*	*21.1*	*33.5*	*18.4*	*12.3*	*.0161*
Mecklenburg, N. C.	*6,374,847*	*26,746*	*21.7*	*27.7*	*18.5*	*17.4*	*.2106*
• *Charlotte*	*5,157,000*	*25,494*	*22.6*	*28.2*	*17.1*	*16.5*	*.1793*
Rowan, N. C.	*1,159,683*	*22,505*	*25.5*	*33.0*	*15.6*	*8.0*	*.0399*
Union, N. C.	*889,249*	*24,990*	*22.6*	*31.5*	*18.5*	*11.1*	*.0280*
SUBURBAN TOTAL	6,840,928	26,150	21.7	31.1	19.7	12.8	.2015
COLUMBIA	**5,584,935**	**25,611**	**22.8**	**27.8**	**18.2**	**15.6**	**.1766**
Lexington	2,106,279	27,073	21.7	29.1	20.3	15.0	.0623
Richland	3,478,656	24,695	23.5	27.1	16.9	15.9	.1143
• Columbia	1,095,798	19,625	27.4	23.3	12.7	13.2	.0420
SUBURBAN TOTAL	4,489,137	27,194	21.7	28.9	19.6	16.2	.1346
FLORENCE	**1,067,905**	**18,928**	**26.9**	**27.7**	**12.3**	**7.4**	**.0411**
Florence	1,067,905	18,928	26.9	27.7	12.3	7.4	.0411
• Florence	332,246	19,454	26.6	27.4	12.0	9.4	.0176
SUBURBAN TOTAL	735,659	18,735	27.0	27.8	12.4	6.6	.0235
GREENVILLE - SPARTANBURG	**6,508,004**	**21,505**	**25.3**	**29.6**	**14.9**	**9.0**	**.2273**
Greenville	3,285,024	21,091	26.0	29.5	14.3	8.6	.1209
• Greenville	627,764	16,607	28.9	23.3	9.5	8.4	.0362
Pickens	937,872	22,956	24.6	31.1	16.1	9.9	.0291
Spartanburg	2,285,108	21,509	24.8	29.1	15.2	9.2	.0773
• Spartanburg	478,467	18,222	26.5	23.9	12.1	9.6	.0235
SUBURBAN TOTAL	5,401,773	22,463	24.9	30.9	15.8	9.0	.1676
OTHER COUNTIES							
Abbeville	209,592	19,529	25.7	30.3	12.8	5.6	.0063
☐ Aiken	1,358,327	23,612	22.4	28.5	17.5	12.1	.0422
Allendale	74,936	13,296	28.4	19.2	9.2	4.4	.0027
Bamberg	146,966	16,739	29.7	23.9	10.7	7.3	.0047
Barnwell	175,746	16,671	28.6	23.9	12.3	5.2	.0058
Beaufort	1,170,010	24,558	23.4	28.2	15.1	16.8	.0376
Calhoun	95,502	16,204	27.8	26.5	9.2	4.9	.0028
Cherokee	372,110	19,724	26.7	31.0	12.7	5.6	.0132
Chester	265,306	18,928	27.5	27.7	14.5	5.3	.0089
Chesterfield	334,880	17,287	29.2	26.0	10.7	5.6	.0114
Clarendon	202,462	15,280	29.7	23.3	9.2	4.6	.0073
Colleton	264,292	15,841	29.2	25.4	9.1	4.6	.0102
Darlington	571,589	18,540	25.8	25.5	12.9	8.1	.0192
Dillon	229,470	15,826	28.9	25.2	8.8	5.5	.0095
Edgefield	129,669	15,589	27.1	24.7	10.3	4.3	.0045
Fairfield	153,154	17,595	25.8	28.1	11.5	4.6	.0052
Georgetown	363,123	16,404	26.4	27.1	9.0	5.0	.0154
Greenwood	594,743	19,639	27.1	27.8	14.0	7.4	.0219
Hampton	144,545	14,395	26.8	22.5	8.1	5.3	.0055
Horry	1,471,837	21,214	27.6	28.6	13.6	10.7	.0582
Jasper	119,621	15,600	26.7	23.1	10.5	5.3	.0047
Kershaw	426,929	20,586	24.2	28.5	14.3	8.5	.0148
Lancaster	577,928	23,405	23.5	31.4	17.4	9.2	.0183
Laurens	524,335	22,211	24.5	31.1	16.1	7.9	.0168
Lee	132,638	16,474	27.7	25.7	10.1	4.8	.0046
McCormick	59,295	19,882	24.6	25.8	16.1	7.9	.0018
Marion	256,311	15,720	30.5	24.4	9.5	4.7	.0094
Marlboro	227,518	16,284	28.0	27.9	8.6	4.2	.0079
Newberry	345,672	21,774	23.1	29.0	15.8	8.9	.0110
Oconee	564,206	20,726	25.8	30.5	14.0	7.2	.0173
Orangeburg	733,990	16,676	26.6	23.6	11.6	7.0	.0265
Saluda	144,446	18,516	25.3	28.9	12.1	5.2	.0049
Sumter	846,614	18,936	28.4	26.6	13.0	7.9	.0304
Union	270,640	20,117	26.5	32.6	13.0	4.7	.0094
Williamsburg	288,164	17,666	27.6	28.9	9.6	5.3	.0102
TOTAL METRO COUNTIES	**22,241,982**	**22,460**	**24.7**	**29.0**	**15.9**	**10.7**	**.7546**
TOTAL STATE	**34,730,221**	**21,087**	**25.4**	**28.4**	**14.6**	**9.5**	**1.1929**

South Dakota

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
RAPID CITY	**77.9**	**.0317**	**29.0**	**14.5**	**19.1**	**18.4**	**20.2**	**29.9**	**651,713**	**113,460**	**62,057**	**109,058**	**33,408**	**158,978**	**17,913**
Pennington	77.9	.0317	29.0	14.5	19.1	18.4	20.2	29.9	651,713	113,460	62,057	109,058	33,408	158,978	17,913
• Rapid City	54.9	.0224	29.8	15.0	18.8	18.3	22.0	20.9	610,851	112,740	55,772	107,119	31,055	157,371	16,476
SUBURBAN TOTAL	23.0	.0093	27.3	13.2	20.0	18.6	16.0	9.0	40,862	720	6,285	1,939	2,353	1,607	1,437
SIOUX FALLS	**126.5**	**.0515**	**30.9**	**12.6**	**18.8**	**18.1**	**24.2**	**49.8**	**953,992**	**157,945**	**86,852**	**144,104**	**48,299**	**235,075**	**42,567**
Minnehaha	126.5	.0515	30.9	12.6	18.8	18.1	24.2	49.8	953,992	157,945	86,852	144,104	48,299	235,075	42,567
• Sioux Falls	130.1	.0408	31.1	13.9	18.9	17.6	25.0	40.6	903,163	154,170	85,482	143,010	41,697	233,001	41,905
SUBURBAN TOTAL	26.4	.0107	30.2	7.7	18.4	20.3	20.9	9.2	50,829	3,775	1,370	1,094	6,602	2,074	662
OTHER COUNTIES															
Aurora	3.2	.0013	37.5	7.4	12.3	17.4	35.5	1.1	7,487	1,840	1,214	254	193	1,844	
Beadle	17.8	.0072	34.8	10.0	15.5	17.6	32.0	7.3	119,101	21,461	12,025	12,438	7,151	27,809	2,779
Bennett	3.4	.0014	29.7	8.9	15.1	17.1	24.9	1.0	22,406	5,666	839	227	183	8,901	137
Bon Homme	7.7	.0031	35.6	14.2	11.9	14.7	35.8	2.6	33,760	9,553	2,717	289	411	6,592	1,035
Brookings	25.3	.0103	26.7	25.8	15.7	14.1	22.9	8.8	137,166	38,923	13,361	9,766	3,864	24,951	4,455
Brown	36.9	.0151	31.5	13.4	16.4	17.3	27.0	14.4	272,577	47,313	29,472	36,765	14,173	67,093	9,572
Brule	5.3	.0021	34.4	7.7	14.5	17.5	31.5	2.0	42,633	3,361	2,912	174	284	17,996	2,023
Buffalo	1.7	.0007	22.4	11.0	12.9	16.9	16.1	.4	2,205	1,145					
Butte	8.4	.0034	33.2	8.9	16.2	17.5	29.7	3.3	50,650	10,406	4,696	3,387	291	16,570	1,644
Campbell	2.0	.0008	40.9	6.6	11.7	20.0	37.6	.8	11,271	1,921	810		133	5,758	
Charles Mix	9.7	.0040	33.7	8.1	12.8	17.7	30.7	3.3	41,015	13,661	3,913	379	972	7,987	952
Clark	4.8	.0019	39.6	6.9	12.9	17.0	38.1	1.9	13,794	1,382	1,245		364	5,307	1,052
Clay	13.1	.0054	25.0	29.6	16.2	13.5	20.4	4.8	49,556	11,798	8,634	2,058	1,682	10,464	1,939
Codington	22.7	.0092	32.3	11.3	15.8	17.0	28.8	8.7	178,535	38,136	10,612	16,149	8,259	33,432	6,493
Corson	5.0	.0021	26.6	11.3	13.4	17.8	21.1	1.5	6,160	2,115	753	722	107	108	149
Custer	7.1	.0028	33.2	8.4	18.1	20.0	26.7	2.7	27,975	8,083	4,306	949	212	4,005	949
Davison	17.5	.0072	32.9	12.5	15.2	16.0	30.8	6.6	149,960	24,021	19,749	14,405	7,035	29,144	1,820
Day	8.0	.0032	38.6	7.2	12.8	15.7	38.2	3.0	27,549	5,548	2,237	1,695	477	7,502	807
Deuel	5.0	.0021	37.4	7.8	12.5	17.7	35.3	1.9	14,581	2,630	1,905	913	456	4,897	231
Dewey	5.8	.0023	26.3	10.6	14.0	16.8	21.0	1.5	21,212	7,651	2,734	2,085	478	1,605	1,261
Douglas	4.3	.0018	36.4	8.7	11.6	17.1	34.6	1.4	10,223	2,666	1,402	204	294	2,357	138
Edmunds	5.2	.0021	38.4	6.4	11.7	17.6	36.5	1.8	25,472	4,974	1,527		1,128	9,663	532
Fall River	8.5	.0035	36.9	7.5	15.1	16.7	35.6	3.3	36,932	9,416	3,468	1,372	898	1,686	1,270
Faulk	2.9	.0011	38.8	6.4	12.4	18.1	36.3	1.2	7,892	1,248	620	1,652	123	519	211
Grant	8.8	.0036	33.9	8.3	14.5	16.9	31.5	3.1	43,501	6,338	2,857	616	2,462	17,114	1,282
Gregory	5.6	.0023	37.4	8.0	13.1	16.7	36.1	2.1	25,958	6,756	2,382	654	924	7,002	860
Haakon	2.9	.0012	30.3	9.7	16.2	16.0	26.4	1.0	20,114	2,298	1,792	1,137	355	9,719	1,244
Hamlin	5.3	.0021	39.8	6.6	11.7	15.4	39.7	1.9	18,278	2,909	1,945		181	459	424
Hand	4.6	.0019	37.7	7.2	13.1	18.3	35.1	1.8	20,843	7,182	1,721	1,702	392	2,825	2,130
Hanson	3.4	.0014	34.8	7.7	12.2	18.2	31.5	1.1	4,322	811	671		400	419	
Harding	1.9	.0008	32.9	9.6	16.4	17.8	28.8	6	4,195	591	928			121	175
Hughes	15.4	.0062	31.2	8.8	19.4	20.0	22.7	6.2	104,867	18,088	8,053	10,410	4,494	32,175	3,442
Hutchinson	8.7	.0036	40.8	6.6	12.4	16.7	39.8	3.3	37,389	8,761	2,574	1,310	372	4,310	9,074
Hyde	2.0	.0008	38.2	7.5	11.5	18.1	35.7	.8	6,957	1,909	86		175	1,821	152
Jackson	4.1	.0017	28.6	8.4	14.5	17.7	23.1	1.2	16,425	2,486	1,018		127	218	
Jerauld	3.0	.0012	38.7	6.5	13.0	17.0	37.7	1.1	17,125	3,837	1,086	842		6,687	656
Jones	1.5	.0006	35.5	7.3	14.3	19.0	31.8	.6	22,320	4,531	1,064		716	8,488	
Kingsbury	6.3	.0026	41.1	7.4	12.1	16.6	40.1	2.6	20,671	6,029	2,116	939	1,221	2,003	936
Lake	11.2	.0045	34.0	12.9	14.3	15.0	33.6	4.3	53,247	6,945	5,451	2,252	2,073	23,694	1,701

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(See page B-26)

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S.D. (cont.)

POPULATION—12/31/87

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Lawrence	19.7	.0080	31.1	14.7	16.7	15.9	27.6	8.0
Lincoln	15.1	.0062	33.1	8.3	16.1	17.9	29.1	5.2
Lyman	3.8	.0015	30.8	9.1	14.2	17.6	26.4	1.3
McCook	6.1	.0025	37.2	7.3	12.4	16.6	35.9	2.3
McPherson	3.5	.0014	43.0	6.6	11.1	17.5	41.8	1.5
Marshall	4.9	.0020	38.6	6.7	12.3	19.0	35.9	2.0
Meade	23.8	.0097	28.2	12.9	20.2	17.9	18.5	8.0
Mellette	2.4	.0010	28.2	10.3	14.2	17.5	22.8	.7
Miner	3.4	.0014	42.7	6.9	11.5	13.9	43.1	1.4
Moody	6.7	.0027	35.3	7.4	14.2	17.5	32.9	2.4
Perkins	4.8	.0020	36.3	8.6	14.2	18.2	33.4	1.8
Potter	3.6	.0015	37.1	6.7	13.1	18.0	34.6	1.3
Roberts	11.0	.0044	35.1	7.5	12.7	16.6	33.5	3.8
Sanborn	3.1	.0013	39.7	8.3	12.8	16.7	38.1	1.2
Shannon	13.1	.0053	21.1	11.9	15.3	14.6	13.4	2.6
Spink	8.8	.0036	36.6	8.9	14.4	18.5	33.9	3.3
Stanley	2.7	.0011	30.1	9.9	17.9	19.5	21.7	.9
Sully	2.0	.0008	33.9	8.6	13.8	21.6	26.9	.7
Todd	7.6	.0031	23.6	10.2	17.2	15.6	15.2	1.9
Tripp	7.1	.0029	34.4	8.7	13.6	17.7	31.5	2.7
Turner	9.0	.0037	40.3	6.8	13.4	16.9	39.2	3.4
Union	11.3	.0046	32.8	8.7	16.4	16.5	29.9	4.2
Walworth	6.5	.0026	36.7	7.7	13.8	16.3	33.9	2.7
Yankton	19.0	.0076	32.6	12.3	16.4	17.7	28.3	7.1
Ziebach	2.5	.0010	24.2	10.2	13.1	17.4	18.4	.6
TOTAL METRO COUNTIES	**204.4**	**.0832**	**30.2**	**13.3**	**18.9**	**18.2**	**22.7**	**79.7**
TOTAL STATE	**721.9**	**.2939**	**31.7**	**11.8**	**16.1**	**17.3**	**27.4**	**267.9**

RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Lawrence	94,135	24,284	12,243	3,888	2,630	25,932	2,208
Lincoln	34,338	10,990	2,928	688	2,481	2,967	1,513
Lyman	16,528	9,842	1,482			93	708
McCook	24,783	3,144	1,939	543	172	9,144	234
McPherson	9,097	2,234	1,271	161	229	561	567
Marshall	17,058	3,866	1,950	619	409	3,544	545
Meade	58,919	11,998	6,714	1,926	280	18,741	2,490
Mellette	770	141	37	375			52
Miner	12,179	1,773	1,874	306	68	1,255	287
Moody	10,487	2,547	1,210	454	94	2,280	155
Perkins	20,442	6,031	1,009	972	115	2,447	775
Potter	15,034	4,189	895	137	123	3,082	546
Roberts	34,768	5,161	4,321	6,124	676	6,631	837
Sanborn	7,564	784	1,063		104	2,790	
Shannon	7,575	3,361	647		69	123	
Spink	37,283	9,092	4,396	665	324	10,735	856
Stanley	12,670	6,812	2,056				
Sully	17,540	894	1,050			12,741	200
Todd	14,816	7,196	531	1,279		924	
Tripp	46,068	8,376	2,269	6,318	1,853	13,912	768
Turner	20,887	4,503	2,023	467	200	5,587	1,091
Union	24,052	6,644	3,087	138	585	2,386	378
Walworth	49,890	8,969	4,384	4,103	1,200	12,129	1,671
Yankton	185,127	35,142	12,018	22,749	5,849	27,587	5,269
Ziebach	2,374	886	224			102	194
TOTAL METRO COUNTIES	**1,605,705**	**271,405**	**148,909**	**253,162**	**81,707**	**394,053**	**60,480**
TOTAL STATE	**4,106,415**	**805,453**	**385,425**	**430,819**	**162,228**	**972,991**	**143,349**

S.D.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

METRO AREA **County** City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
RAPID CITY	**1,039,639**	**23,668**	**25.9**	**27.0**	**15.8**	**15.0**	**.0352**
Pennington	1,039,639	23,668	25.9	27.0	15.8	15.0	.0352
• Rapid City	742,117	24,805	23.7	27.2	16.0	16.3	.0279
SUBURBAN TOTAL	297,522	21,544	31.1	26.8	15.1	11.9	.0073
SIOUX FALLS	**1,868,360**	**27,502**	**21.5**	**27.1**	**20.4**	**16.3**	**.0579**
Minnehaha	1,868,360	27,502	21.5	27.1	20.4	16.3	.0579
• Sioux Falls	1,530,945	26,997	22.0	26.5	19.8	16.6	.0496
SUBURBAN TOTAL	337,415	29,349	19.0	29.9	23.4	15.0	.0083
OTHER COUNTIES							
Aurora	18,773	11,686	34.0	17.3	4.3	2.2	.0007
Beadle	204,332	19,591	24.7	26.1	14.5	8.6	.0069
Bennett	16,707	11,026	30.6	15.2	5.6	3.0	.0009
Bon Homme	65,259	16,000	26.2	27.4	8.0	5.0	.0024
Brookings	284,109	21,927	24.6	27.4	14.4	12.3	.0092
Brown	457,277	22,208	25.8	27.8	16.3	10.5	.0154
Brule	43,937	16,083	31.5	23.2	10.3	3.8	.0019
Buffalo	6,449	11,667	34.7	17.8	5.0	.5	.0002
Butte	87,652	18,465	27.8	29.6	9.6	7.2	.0031
Campbell	12,670	10,909	31.3	17.9	2.4	2.1	.0006
Charles Mix	60,823	12,682	31.4	19.7	5.9	2.5	.0025
Clark	39,761	14,475	29.0	24.0	7.2	4.1	.0014
Clay	158,243	19,533	28.0	20.9	14.6	13.4	.0044
Codington	268,528	21,619	26.2	27.9	14.1	11.4	.0095
Corson	30,065	12,452	24.8	19.0	8.8	4.8	.0010
Custer	89,185	24,885	23.3	30.1	18.3	11.8	.0026
Davison	182,165	19,133	27.1	26.8	14.7	6.5	.0071
Day	69,909	15,828	31.0	24.5	8.6	5.7	.0022
Deuel	42,853	15,235	28.7	23.1	9.3	5.5	.0015
Dewey	37,565	16,447	27.5	23.0	10.7	7.3	.0014
Douglas	25,177	12,812	33.2	18.2	5.9	2.0	.0010
Edmunds	33,307	12,403	31.3	20.6	4.9	2.9	.0014
Fall River	115,853	23,971	20.1	26.9	16.8	13.8	.0032
Faulk	24,817	14,000	30.1	21.0	7.6	4.3	.0008
Grant	94,007	22,078	25.8	29.4	14.6	10.6	.0029
Gregory	35,143	10,759	30.2	15.3	4.2	3.3	.0016
Haakon	22,600	16,091	34.0	26.7	7.2	4.2	.0009
Hamlin	52,279	18,327	30.2	24.1	12.5	8.8	.0018
Hand	37,295	13,170	26.9	21.7	6.7	5.2	.0012
Hanson	23,254	14,780	31.3	25.0	6.8	4.1	.0008
Harding	11,670	13,880	33.8	21.5	7.0	2.2	.0005
Hughes	226,501	27,135	21.2	29.5	19.5	16.5	.0067
Hutchinson	67,995	13,588	30.2	21.4	6.9	4.4	.0025
Hyde	20,170	18,231	25.4	27.0	10.1	7.9	.0007
Jackson	32,554	17,667	27.9	26.9	11.3	6.3	.0011
Jerauld	21,838	13,639	33.1	21.4	5.5	3.5	.0009
Jones	14,996	18,286	28.4	29.0	10.2	6.7	.0008
Kingsbury	64,112	17,081	30.6	24.9	12.0	5.2	.0019
Lake	128,914	20,776	25.4	26.7	14.0	11.0	.0040
Lawrence	253,545	22,717	23.9	27.9	15.4	12.2	.0074
Lincoln	178,045	24,969	20.7	28.2	17.9	13.9	.0047
Lyman	35,264	17,937	26.8	24.7	11.1	8.2	.0012
McCook	55,728	16,596	29.1	25.9	10.6	5.5	.0019
McPherson	24,387	10,969	30.4	17.8	4.3	1.7	.0007
Marshall	47,411	15,018	30.8	22.7	8.7	5.8	.0015
Meade	244,334	21,013	28.3	31.6	13.1	8.1	.0069
Mellette	10,798	10,621	30.4	15.9	5.4	.9	.0004
Miner	26,204	11,804	28.3	17.5	6.6	3.6	.0010
Moody	67,405	19,087	29.1	24.6	13.4	9.4	.0018
Perkins	41,635	15,220	29.0	22.8	9.7	6.0	.0015
Potter	27,724	15,351	29.8	24.8	8.8	3.2	.0010
Roberts	92,571	15,926	29.9	22.2	9.7	7.3	.0029
Sanborn	21,820	11,805	26.7	18.9	7.2	2.9	.0009
Shannon	54,187	13,477	26.5	24.4	6.2	3.8	.0019
Spink	82,169	17,305	27.2	25.8	10.3	6.7	.0028
Stanley	29,182	22,944	25.4	31.6	14.3	11.0	.0010
Sully	16,962	16,684	29.8	24.0	11.4	6.0	.0006
Todd	41,622	14,768	26.6	23.3	9.8	4.1	.0017
Tripp	64,820	15,282	30.7	21.0	10.0	7.2	.0024
Turner	74,144	14,833	28.8	24.8	7.8	4.4	.0024
Union	128,821	22,598	25.1	30.1	15.6	10.2	.0034
Walworth	63,978	16,692	29.2	26.2	10.3	5.0	.0025
Yankton	242,696	23,466	25.0	29.4	16.2	12.8	.0089
Ziebach	11,099	12,538	35.7	14.5	5.0	5.2	.0004
TOTAL METRO COUNTIES	**2,907,999**	**25,959**	**23.1**	**27.1**	**18.7**	**15.8**	**.0931**
TOTAL STATE	**8,073,294**	**20,458**	**25.8**	**26.1**	**14.2**	**10.7**	**.2645**

Tennessee

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**434.3**	**.1768**	**32.8**	**10.5**	**17.6**	**20.8**	**25.3**	**163.7**	**2,793,955**	**591,879**	**223,645**	**378,350**	**169,496**	**679,342**	**79,148**
Hamilton	288.9	.1176	32.9	10.9	17.9	20.2	26.0	111.7	2,115,292	335,110	186,829	317,722	138,505	580,477	58,126
• Chattanooga	165.7	.0675	33.2	11.6	17.2	18.5	25.4	65.4	1,704,154	238,516	131,832	274,399	97,188	536,583	42,372
Marion	25.6	.0104	32.9	9.5	16.2	21.4	25.1	9.4	94,230	23,673	4,750	10,591	4,311	19,623	5,304
Sequatchie	9.1	.0037	31.9	9.5	17.0	21.4	23.4	3.3	31,577	14,495	1,431	1,265	508	6,181	1,182
Catoosa, Ga.	*40.9*	*.0167*	*32.0*	*9.4*	*18.1*	*23.2*	*21.4*	*14.5*	*263,783*	*99,169*	*21,575*	*36,089*	*16,174*	*40,028*	*7,149*
Dade, Ga.	*13.0*	*.0053*	*30.8*	*11.8*	*17.3*	*21.2*	*21.5*	*4.3*	*41,583*	*18,402*	*2,370*	*904*	*1,208*	*3,298*	*393*
Walker, Ga.	*56.8*	*.0231*	*33.4*	*9.3*	*16.2*	*21.3*	*26.2*	*20.5*	*247,490*	*101,030*	*6,690*	*11,779*	*8,790*	*29,735*	*6,994*
SUBURBAN TOTAL	268.6	.1093	32.6	9.8	17.8	22.1	23.5	98.3	1,089,801	353,363	91,813	103,951	72,308	142,759	36,776
CLARKSVILLE - HOPKINSVILLE	**158.6**	**.0646**	**28.1**	**17.2**	**18.8**	**18.1**	**18.8**	**53.1**	**811,128**	**141,553**	**69,538**	**121,359**	**34,840**	**240,363**	**30,229**
Montgomery	92.7	.0377	28.5	16.6	19.3	19.2	18.3	32.6	477,154	81,463	42,682	85,365	20,009	150,415	13,903
• Clarksville	78.3	.0319	27.3	19.2	19.8	18.4	16.4	27.6	474,595	81,165	41,817	85,224	19,977	150,336	13,673
Christian, Ky.	*65.9*	*.0269*	*27.4*	*17.9*	*18.0*	*18.7*	*19.7*	*20.5*	*333,974*	*60,090*	*26,856*	*35,994*	*14,831*	*89,948*	*16,326*
• Hopkinsville	*28.5*	*.0116*	*33.6*	*9.4*	*16.1*	*19.8*	*27.9*	*10.8*	*269,931*	*52,185*	*20,785*	*25,204*	*12,235*	*74,057*	*14,821*
SUBURBAN TOTAL	51.8	.0211	26.6	18.3	18.9	16.8	17.5	14.7	66,602	8,203	6,936	10,931	2,628	15,970	1,735
JACKSON	**78.6**	**.0320**	**32.4**	**11.6**	**16.9**	**18.0**	**27.6**	**29.7**	**651,728**	**97,771**	**44,596**	**141,925**	**28,329**	**140,367**	**22,188**
Madison	78.6	.0320	32.4	11.6	16.9	18.0	27.6	29.7	651,728	97,771	44,596	141,925	28,329	140,367	22,188
• Jackson	52.9	.0215	32.2	13.2	16.8	16.6	28.7	20.6	619,310	93,980	42,238	140,058	23,476	138,348	22,010
SUBURBAN TOTAL	25.7	.0105	32.8	8.3	17.3	20.9	25.2	9.1	32,418	3,791	2,358	1,867	4,853	2,019	178
JOHNSON CITY - KINGSPORT - BRISTOL	**451.6**	**.1839**	**34.2**	**10.1**	**16.7**	**21.8**	**26.8**	**169.3**	**2,513,090**	**517,793**	**183,427**	**355,120**	**116,861**	**705,501**	**98,589**
Carter	51.3	.0209	34.4	10.3	16.2	21.2	27.9	19.8	142,167	38,653	12,533	20,204	7,485	26,139	8,144
Hawkins	47.0	.0191	33.4	8.7	17.7	22.4	24.7	17.3	132,927	41,168	7,441	12,045	2,256	29,682	3,865
Sullivan	148.3	.0604	34.7	9.0	17.0	23.1	26.3	57.9	1,073,359	164,938	71,728	155,142	49,069	373,744	42,222
• Bristol	24.0	.0098	37.0	9.8	15.8	20.8	32.1	10.1	307,915	54,201	20,988	21,147	17,035	135,985	13,200
• Kingsport	32.1	.0131	38.2	8.4	14.6	21.1	33.8	13.6	680,103	96,427	46,395	124,863	25,606	211,831	28,029
Unicoi	16.8	.0069	36.1	8.9	15.5	21.2	30.5	6.4	36,437	8,156	5,150	4,783	1,688	8,497	1,853
Washington	94.0	.0383	32.8	12.6	17.4	20.4	25.8	34.9	623,753	147,321	50,357	98,560	27,955	149,078	25,047
• Johnson City	45.6	.0186	34.4	15.7	14.4	15.5	30.6	17.0	559,371	133,012	45,917	97,774	25,555	134,291	21,876
Bristol city, Va.	*18.4*	*.0075*	*36.6*	*10.6*	*14.9*	*19.4*	*32.8*	*7.3*	*231,679*	*32,688*	*18,112*	*51,536*	*11,698*	*56,416*	*4,123*
• Bristol	*18.4*	*.0075*	*36.6*	*10.6*	*14.9*	*19.4*	*32.8*	*7.3*	*231,679*	*32,688*	*18,112*	*51,536*	*11,698*	*56,416*	*4,123*
Scott, Va.	*25.6*	*.0104*	*35.7*	*9.1*	*15.2*	*21.7*	*29.5*	*8.8*	*118,046*	*35,968*	*3,834*	*1,472*	*4,027*	*38,806*	*3,600*
Washington, Va.	*50.2*	*.0204*	*33.9*	*10.1*	*16.5*	*21.8*	*26.3*	*16.9*	*154,722*	*48,901*	*14,272*	*11,378*	*12,683*	*23,139*	*4,735*
SUBURBAN TOTAL	331.5	.1349	33.5	9.4	17.4	22.5	25.0	121.3	734,022	201,465	52,018	59,800	36,967	166,978	31,361
KNOXVILLE	**601.8**	**.2449**	**33.2**	**11.6**	**17.8**	**20.7**	**26.0**	**233.8**	**4,555,236**	**900,870**	**472,545**	**583,296**	**246,031**	**1,062,610**	**149,131**
Anderson	70.0	.0285	34.6	8.9	16.8	21.5	27.9	27.3	427,897	94,626	23,713	59,285	16,912	140,211	14,058
• Oak Ridge	27.7	.0113	37.0	8.2	15.8	22.7	30.7	11.6	263,285	56,189	16,965	49,250	13,652	73,602	7,973
Blount	85.7	.0349	34.1	9.6	17.9	21.2	27.1	32.5	572,651	109,727	31,277	68,616	23,086	252,998	15,454
Grainger	17.5	.0071	33.4	9.4	16.2	21.5	25.9	6.4	21,993	4,541	2,015	683	938	6,612	1,006
Jefferson	34.5	.0140	33.8	12.0	15.3	22.4	25.8	12.5	92,910	30,339	7,635	8,719	4,143	8,763	6,807
Knox	331.8	.1351	32.5	13.2	18.4	19.8	25.7	131.8	3,015,367	559,144	337,006	425,291	184,637	609,155	100,469
• Knoxville	175.2	.0713	32.4	16.6	18.0	15.7	29.6	74.2	2,359,812	362,611	285,945	381,705	156,373	498,918	79,455
Sevier	49.6	.0202	33.8	9.2	17.5	22.6	25.3	18.6	404,375	96,712	70,421	19,300	16,044	39,064	11,132
Union	12.7	.0051	32.1	10.4	16.7	21.9	23.3	4.7	20,043	5,781	478	1,402	271	5,807	205
SUBURBAN TOTAL	398.9	.1623	33.3	9.7	17.9	22.7	24.2	147.8	1,932,139	482,070	169,635	152,341	76,006	490,090	61,703
MEMPHIS	**968.5**	**.3943**	**30.4**	**11.9**	**18.7**	**19.1**	**22.4**	**348.7**	**6,728,896**	**1,104,652**	**532,009**	**935,654**	**426,448**	**1,772,615**	**287,585**
Shelby	816.7	.3325	30.5	12.4	19.2	18.7	22.6	298.2	5,995,682	929,181	491,879	873,582	406,585	1,626,383	265,729
• Memphis	671.4	.2733	31.1	12.2	18.4	19.0	24.8	251.4	5,196,262	753,993	434,756	727,300	366,341	1,482,655	238,742
Tipton	36.3	.0148	31.5	10.1	15.2	20.0	24.7	12.4	100,237	23,392	4,775	13,674	2,299	27,283	2,864

3 Reasons To Choose Knoxville:

1. SECOND IN THE U.S. in disposable income spent on retail sales.*
2. SECOND IN TENNESSEE in estimated population growth to 1991.**
3. 67% PENETRATION with our papers over any five weekday period.***

For 75 pages of additional reasons contact the Knoxville News Sentinel Company and request our comprehensive Market Profile.

Source: *Market Economics Institute of New York; **Survey of Buying Power, 1987; ***Belden Associates, 1987

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METRO & COUNTY TOTALS

TENN. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Crittenden, Ark.	*50.4*	*.0205*	*29.2*	*10.2*	*15.6*	*18.7*	*22.3*	*16.8*	*423,366*	*76,417*	*23,307*	*31,473*	*12,846*	*74,374*	*12,404*
• *West Memphis*	*27.8*	*.0113*	*29.7*	*10.5*	*17.2*	*19.7*	*21.1*	*9.7*	*320,432*	*59,784*	*20,510*	*29,224*	*9,728*	*67,923*	*10,517*
De Soto, Miss.	*65.1*	*.0265*	*30.0*	*8.9*	*17.2*	*23.8*	*17.7*	*21.3*	*209,611*	*75,662*	*12,048*	*16,925*	*4,718*	*44,575*	*6,588*
SUBURBAN TOTAL	269.3	.1097	29.0	11.4	19.3	21.9	16.6	87.6	1,212,202	290,875	76,743	179,130	50,379	222,037	38,326
NASHVILLE	**960.9**	**.3911**	**32.3**	**11.4**	**18.6**	**21.0**	**23.9**	**360.8**	**6,167,214**	**1,096,166**	**559,861**	**884,600**	**331,412**	**1,598,969**	**210,454**
Cheatham	27.3	.0111	31.5	9.1	18.0	23.2	20.6	9.2	65,040	17,729	3,075	2,252	925	16,527	2,071
Davidson	505.1	.2056	32.5	12.6	19.4	19.5	25.7	201.9	4,359,742	674,117	434,692	703,566	253,912	1,122,746	140,319
• Nashville-Davidson	482.5	.1964	32.3	12.9	19.6	19.2	25.5	193.6	4,153,030	642,752	418,160	633,524	245,224	1,116,828	129,226
Dickson	34.0	.0138	33.8	9.2	15.7	21.1	27.0	12.4	155,065	34,996	9,744	22,346	8,621	41,421	5,311
Robertson	41.7	.0170	33.2	9.6	16.2	20.4	26.8	14.6	142,873	33,752	7,233	12,669	7,455	36,214	6,102
Rutherford	107.4	.0437	30.0	14.7	18.4	20.3	20.5	37.9	508,883	111,244	41,186	59,789	28,515	106,737	20,402
• Murfreesboro	43.5	.0177	28.6	22.4	16.9	17.5	21.8	16.2	399,294	72,000	34,749	45,524	23,475	93,976	15,278
Sumner	100.5	.0409	32.0	8.9	18.1	23.3	21.2	34.9	380,244	89,633	25,076	38,958	13,320	109,289	18,357
Williamson	76.9	.0313	32.9	7.8	17.6	25.5	20.7	25.8	310,656	75,339	22,472	22,743	10,751	109,285	10,568
Wilson	68.0	.0277	32.9	8.4	17.6	23.6	22.8	24.1	244,711	59,356	16,383	22,277	7,913	56,750	7,324
SUBURBAN TOTAL	434.9	.1770	32.6	3.7	17.5	23.2	22.6	151.0	1,614,890	381,414	106,952	205,552	62,713	388,165	65,950
OTHER COUNTIES															
Bedford	27.3	.0119	35.2	8.9	14.9	19.9	30.5	11.0	117,085	26,613	7,269	9,395	7,289	30,178	5,797
Benton	15.5	.0063	37.2	8.1	14.6	19.9	33.4	6.1	59,616	23,005	3,186	9,154	1,421	9,972	1,121
Bledsoe	9.9	.0040	31.1	12.7	15.6	19.8	24.1	3.4	19,363	4,404	682	506	759	6,878	1,468
Bradley	74.4	.0303	31.4	11.5	17.4	22.2	21.5	26.9	388,610	87,207	30,203	46,669	13,139	108,454	16,920
Campbell	36.8	.0150	33.8	8.7	15.5	20.0	28.0	13.6	134,313	30,829	11,564	10,683	5,141	37,462	5,989
Cannon	11.1	.0045	35.6	8.9	15.2	21.9	29.1	4.1	29,726	10,624	1,340	1,875	1,589	6,084	1,818
Carroll	28.8	.0117	36.4	8.8	14.6	19.4	32.5	10.8	118,576	30,294	4,909	15,289	6,738	30,518	6,629
Chester	13.7	.0056	32.2	15.4	14.6	18.3	27.6	4.9	38,009	7,979	2,420	1,710	3,566	14,411	1,418
Claiborne	27.1	.0111	32.2	10.3	17.0	20.4	24.9	9.6	75,400	20,908	6,275	6,956	8,843	8,182	3,408
Clay	8.1	.0033	35.5	9.1	15.0	20.5	30.2	3.1	13,764	4,987	1,559	311	295	1,173	363
Cocke	29.8	.0121	33.3	9.6	16.6	22.1	25.1	11.3	113,979	24,875	9,175	14,127	7,251	23,592	4,168
Coffee	41.8	.0170	34.3	9.3	15.5	22.3	26.7	15.8	263,858	48,605	17,046	52,370	13,420	61,762	10,911
Crockett	14.6	.0060	35.6	9.1	14.2	18.9	31.9	5.3	39,896	10,446	1,672	1,433	2,303	13,921	1,756
Cumberland	33.9	.0138	33.8	9.0	15.8	20.1	28.1	12.3	178,778	35,477	15,235	21,795	4,628	49,581	8,598
Decatur	11.0	.0045	37.2	8.2	14.4	19.8	33.4	4.5	37,034	7,406	1,4 1	3,183	925	12,565	1,222

PUT US TO THE TEST

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NASHVILLE

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TENN. (cont.) POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
De Kalb	14.7	.0060	35.4	8.4	15.8	19.8	30.8	5.7
Dyer	35.1	.0143	33.8	9.4	16.1	19.3	28.7	13.4
Fayette	26.3	.0107	30.6	10.2	14.4	17.5	26.2	8.4
Fentress	15.7	.0064	33.0	8.8	16.0	20.2	26.6	5.6
Franklin	33.9	.0138	33.5	11.2	15.3	20.7	27.0	12.1
Gibson	49.0	.0199	36.4	8.7	14.6	18.9	33.0	19.0
Giles	24.7	.0101	35.8	9.1	14.6	19.8	31.5	9.4
Greene	57.1	.0233	34.6	9.2	16.7	22.6	26.6	21.0
Grundy	14.9	.0060	31.7	9.7	15.2	20.2	24.9	5.0
Hamblen	56.2	.0229	32.9	5.5	17.4	23.6	22.8	20.9
Hancock	6.7	.0028	34.5	9.6	14.3	19.9	29.4	2.3
Hardeman	24.6	.0100	32.6	9.3	15.1	17.6	28.8	8.3
Hardin	22.9	.0093	34.9	8.2	15.9	20.8	29.1	8.5
Haywood	21.1	.0086	31.6	9.8	14.8	15.9	29.0	7.1
Henderson	23.5	.0096	34.2	9.0	16.1	19.8	28.9	9.0
Henry	29.8	.0121	37.6	8.7	14.4	18.6	34.8	11.6
Hickman	16.4	.0067	33.5	11.5	16.0	20.3	27.3	5.7
Houston	7.0	.0029	35.0	8.6	15.4	19.8	30.2	2.3
Humphreys	16.3	.0066	33.9	8.6	16.0	20.9	27.2	6.2
Jackson	9.6	.0039	36.1	8.5	15.0	20.4	31.3	3.3
Johnson	14.5	.0059	34.4	8.6	15.9	21.3	27.7	5.4
Lake	7.7	.0032	31.2	9.1	13.5	16.7	35.8	2.6
Lauderdale	26.0	.0106	33.0	9.7	15.6	18.3	28.7	9.2
Lawrence	36.0	.0146	34.1	9.5	14.7	20.5	28.2	13.1
Lewis	10.8	.0044	31.3	8.9	17.7	18.5	25.0	3.5
Lincoln	27.4	.0112	36.1	9.1	14.3	21.2	30.5	10.4
Loudon	30.5	.0124	35.4	8.7	16.5	21.3	29.2	11.8
McMinn	44.2	.0180	34.0	9.5	15.9	21.2	27.2	16.1
McNairy	24.3	.0099	35.8	8.4	15.0	21.2	30.0	9.4
Macon	16.2	.0066	34.6	8.8	16.2	20.6	28.7	6.1
Marshall	21.2	.0087	36.2	8.4	15.1	19.6	32.0	8.0
Maury	55.0	.0225	34.1	9.7	16.1	20.3	28.2	20.8
Meigs	8.0	.0033	32.3	8.8	17.6	21.8	23.4	2.7
Monroe	31.1	.0127	32.9	9.8	16.0	21.0	25.7	11.1
Moore	4.9	.0020	34.1	9.1	14.9	21.4	27.2	1.7
Morgan	17.2	.0070	32.0	9.9	18.9	20.8	23.6	5.6
Obion	34.0	.0138	35.0	8.5	15.8	19.9	30.1	13.0
Overton	18.5	.0076	34.9	8.4	15.5	21.2	28.7	6.6
Perry	6.4	.0026	36.8	8.1	14.6	20.8	31.6	2.5
Pickett	4.5	.0018	35.6	8.4	15.5	20.3	30.6	1.6
Polk	13.9	.0057	33.3	8.7	15.9	21.5	25.8	4.9
Putnam	51.4	.0209	31.5	16.8	16.5	19.3	24.9	19.1
Rhea	25.6	.0104	31.8	11.2	16.5	19.9	24.9	9.2
Roane	50.5	.0206	34.4	8.5	16.3	22.2	26.9	18.5
Scott	21.3	.0087	30.7	9.6	16.5	19.2	23.6	7.3
Smith	15.2	.0061	35.2	9.3	15.7	19.6	30.7	5.7
Stewart	9.5	.0039	37.4	8.1	14.4	20.7	32.8	3.7
Trousdale	6.2	.0025	34.1	9.3	18.0	19.3	29.1	2.5
Van Buren	4.8	.0020	31.7	9.4	18.2	20.2	23.7	1.5
Warren	34.0	.0138	33.9	9.3	16.5	20.5	27.7	12.8
Wayne	14.5	.0059	33.5	9.3	15.5	20.6	27.1	5.3
Weakley	33.9	.0138	33.5	16.2	14.1	17.5	30.4	12.3
White	20.9	.0085	35.5	8.4	15.7	20.4	30.3	7.9
TOTAL METRO COUNTIES	**3,268.0**	**1.3303**	**32.1**	**11.6**	**18.3**	**20.3**	**24.4**	**1,228.2**
TOTAL STATE	**4,899.5**	**1.9947**	**32.6**	**11.0**	**17.4**	**20.3**	**25.6**	**1,827.6**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
De Kalb	53,021	14,929	3,183	4,238	2,326	14,611	3,036
Dyer	175,756	28,827	10,262	19,743	12,442	52,956	6,285
Fayette	39,947	14,410	2,160	5,185	813	9,116	1,147
Fentress	52,361	10,578	2,750	3,236	1,811	5,373	2,391
Franklin	114,439	27,504	6,841	15,137	4,266	28,640	4,610
Gibson	227,560	56,673	9,528	29,006	6,871	66,542	13,467
Giles	118,859	20,180	7,129	12,912	6,420	22,505	8,308
Greene	293,199	60,648	19,014	31,424	12,098	72,385	13,666
Grundy	40,021	7,307	3,045	1,032	919	4,588	2,904
Hamblen	334,762	77,441	20,672	38,723	9,683	95,057	9,773
Hancock	12,551	3,069	1,429	72	1,041	1,828	544
Hardeman	87,692	21,618	3,118	6,917	2,416	22,125	3,128
Hardin	88,912	14,113	5,370	17,530	3,498	23,749	3,632
Haywood	78,056	17,124	4,375	7,134	3,953	12,001	5,049
Henderson	75,250	13,007	4,946	9,039	4,148	18,354	3,074
Henry	149,791	32,496	10,171	21,723	7,254	33,666	7,880
Hickman	31,844	11,912	1,321	847	986	3,720	1,902
Houston	12,492	4,969	605	99	322	843	3,713
Humphreys	60,766	18,809	3,508	8,503	1,258	14,846	1,766
Jackson	14,757	4,834	1,147	379	1,209	1,263	915
Johnson	31,712	11,695	2,307	2,311	1,013	3,779	2,292
Lake	14,833	4,641	2,105	720	316	2,418	1,890
Lauderdale	51,901	9,228	2,336	9,054	2,784	12,653	2,301
Lawrence	143,950	23,785	7,700	17,530	12,831	37,650	8,303
Lewis	30,194	7,758	735	2,544	518	9,211	1,385
Lincoln	111,921	36,247	6,804	14,324	4,050	14,741	6,337
Loudon	120,236	26,877	7,344	11,146	6,759	40,820	6,310
McMinn	246,981	95,676	19,401	20,909	8,575	31,559	12,328
McNairy	67,627	16,114	3,098	6,225	2,267	19,477	3,254
Macon	45,905	15,133	1,278	4,317	1,433	6,211	2,733
Marshall	89,341	22,101	4,021	9,053	5,491	29,200	4,889
Maury	250,831	55,039	19,485	34,244	14,375	49,716	13,304
Meigs	22,630	7,972	1,459	1,014	1,617	4,434	1,481
Monroe	116,382	21,029	9,245	12,063	3,919	30,535	4,162
Moore	6,413	3,555	389	313		733	237
Morgan	16,652	6,070	853	531	225	5,294	904
Obion	174,207	38,893	12,684	20,203	5,160	44,295	7,027
Overton	53,529	13,980	2,989	6,059	3,453	6,329	3,767
Perry	9,641	5,206	633	48	769	892	336
Pickett	16,209	3,315	486	643	1,432	5,180	197
Polk	28,823	12,077	1,624	3,274	965	3,693	1,311
Putnam	293,098	75,488	24,439	32,142	10,618	43,727	15,615
Rhea	77,557	26,145	6,048	4,665	2,234	17,374	3,612
Roane	229,866	62,558	13,189	21,942	10,899	75,882	10,807
Scott	57,029	18,465	2,519	7,262	640	9,662	4,353
Smith	43,341	9,016	1,625	2,090	9,113	7,964	2,557
Stewart	17,901	5,828	1,547	1,254	1,186	5,010	679
Trousdale	16,227	7,173	80	492	561	585	1,109
Van Buren	2,749	830	293	58	217	363	
Warren	145,447	37,152	8,896	16,911	6,888	29,670	6,348
Wayne	37,348	15,968	1,437	663	1,522	6,186	2,097
Weakley	124,025	34,181	10,075	14,145	6,198	24,030	7,250
White	70,454	13,993	2,537	5,241	1,882	29,478	2,670
TOTAL METRO COUNTIES	**22,196,993**	**3,902,357**	**1,956,557**	**3,202,754**	**1,266,442**	**5,799,448**	**815,012**
TOTAL STATE	**28,651,996**	**5,479,662**	**2,370,808**	**3,914,479**	**1,557,413**	**7,327,200**	**1,125,633**

TENN. EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
CHATTANOOGA	**4,699,281**	**22,031**	**24.1**	**27.8**	**15.3**	**11.1**	**.1630**
Hamilton	3,321,079	22,361	23.6	27.1	15.5	12.3	.1164
• Chattanooga	1,711,948	19,481	25.0	25.3	13.3	10.3	.0742
Marion	219,831	17,744	27.4	27.7	10.3	6.2	.0073
Sequatchie	80,326	18,073	29.0	26.0	11.5	7.6	.0026
Catoosa, Ga.	*408,736*	*24,169*	*22.3*	*30.3*	*18.4*	*10.4*	*.0149*
Dade, Ga.	*99,921*	*18,789*	*25.6*	*31.1*	*10.9*	*5.2*	*.0035*
Walker, Ga.	*519,388*	*22,294*	*25.2*	*29.7*	*16.0*	*9.3*	*.0183*
SUBURBAN TOTAL	2,927,333	23,582	23.5	29.4	16.6	11.7	.0888
CLARKSVILLE - HOPKINSVILLE	**1,580,222**	**20,154**	**29.4**	**27.4**	**13.6**	**9.3**	**.0534**
Montgomery	936,877	21,168	28.2	29.6	14.2	9.0	.0314
• Clarksville	799,048	20,821	29.8	30.0	13.5	8.8	.0281

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Christian, Ky.	*643,345*	*18,593*	*31.3*	*24.0*	*12.7*	*9.7*	*.0220*
• Hopkinsville	*313,600*	*20,072*	*26.5*	*23.4*	*14.9*	*11.8*	*.0125*
SUBURBAN TOTAL	467,574	18,746	30.8	25.7	12.9	8.4	.0128
JACKSON	**857,626**	**21,726**	**23.3**	**24.4**	**16.7**	**12.2**	**.0325**
Madison	857,626	21,726	23.3	24.4	16.7	12.2	.0325
• Jackson	587,718	20,910	24.3	23.7	15.8	12.3	.0255
SUBURBAN TOTAL	269,908	23,508	20.9	26.3	18.7	12.0	.0070
JOHNSON CITY - KINGSPORT - BRISTOL	**4,743,850**	**21,344**	**25.2**	**27.9**	**14.7**	**10.4**	**.1596**
Carter	472,635	18,129	30.1	26.8	11.8	6.5	.0143
Hawkins	510,937	23,728	21.9	26.6	18.2	12.6	.0143
Sullivan	1,657,977	22,608	23.6	29.1	15.7	11.1	.0589

TENN. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
• Bristol	278,447	19,941	27.2	26.0	12.4	11.2	.0123
• Kingsport	398,262	21,177	23.6	25.7	13.4	13.3	.0220
Unicoi	166,973	20,676	25.9	28.6	14.7	8.3	.0046
Washington	989,276	20,388	26.9	28.1	12.9	9.9	.0353
• Johnson City	491,504	17,793	27.4	22.5	10.8	11.6	.0222
Bristol city, Va.	*204,292*	*21,237*	*22.5*	*27.2*	*14.0*	*11.2*	*.0092*
• *Bristol*	*204,292*	*21,237*	*22.5*	*27.2*	*14.0*	*11.2*	*.0092*
Scott, Va.	*257,050*	*21,954*	*24.2*	*24.4*	*15.2*	*14.3*	*.0084*
Washington, Va.	*484,710*	*21,164*	[illegible]	*28.1*	*14.8*	*9.6*	*.0146*
SUBURBAN TOTAL	3,371,345	21,972	25.0	29.1	15.6	9.8	.0939
KNOXVILLE	**6,852,491**	[illegible]	**24.3**	**26.3**	**14.4**	**12.6**	**.2444**
Anderson	886,238	[illegible]	21.2	26.6	15.9	17.5	.0279
• Oak Ridge	454,772	30,385	18.9	23.1	16.9	26.7	.0145
Blount	889,654	[illegible]	25.3	27.4	15.3	9.4	.0320
Grainger	129,754	15,821	31.8	25.8	7.0	4.2	.0038
Jefferson	374,778	23,144	24.1	28.4	15.2	13.2	.0104
Knox	4,035,844	22,238	23.5	25.4	15.0	14.0	.1485
• Knoxville	1,989,154	18,235	26.5	24.5	11.7	9.8	.0911
Sevier	439,642	18,090	29.3	28.3	10.5	6.2	.0188
Union	96,581	16,389	29.2	27.8	8.3	4.1	.0030
SUBURBAN TOTAL	4,408,565	22,817	23.6	27.5	15.6	12.9	.1388
MEMPHIS	**10,619,790**	**22,330**	**22.2**	**25.2**	**15.6**	**13.8**	**.3752**
Shelby	9,251,049	22,520	22.1	24.8	15.5	14.6	.3273
• Memphis	7,315,489	20,888	23.3	24.8	14.1	12.8	.2698
Tipton	317,041	19,408	24.1	26.6	13.5	8.7	.0099
Crittenden, Ark.	*410,386*	*16,737*	*25.3*	*23.0*	*12.8*	*7.1*	*.0187*
• *West Memphis*	*258,272*	*19,229*	*24.2*	*25.9*	*14.6*	*7.9*	*.0125*
De Soto, Miss.	*641,314*	*26,288*	*20.8*	*29.5*	*20.9*	*11.1*	*.0193*
SUBURBAN TOTAL	3,046,029	27,779	19.0	26.0	20.0	17.4	.0929

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
NASHVILLE	**12,396,680**	**26,194**	**21.0**	**26.9**	**17.8**	**17.4**	**.3914**
Cheatham	277,599	24,005	24.1	31.5	16.8	10.9	.0078
Davidson	6,864,580	25,180	21.9	26.8	16.7	17.0	.2330
• Nashville-Davidson	6,377,378	24,834	22.2	27.1	16.8	16.1	.2195
Dickson	363,459	22,626	23.2	28.1	17.2	10.4	.0115
Robertson	441,261	24,271	21.6	27.7	18.0	13.0	.0130
Rutherford	1,401,101	28,452	19.3	26.0	20.2	19.9	.0404
• Murfreesboro	588,805	25,178	21.5	24.1	17.0	19.3	.0205
Sumner	1,159,381	26,902	19.9	28.1	19.4	16.1	.0336
Williamson	1,076,281	32,695	17.7	23.6	19.2	27.0	.0291
Wilson	813,018	28,370	18.3	27.2	20.3	17.3	.0230
SUBURBAN TOTAL	5,430,497	28,136	19.4	26.9	19.2	18.8	.1514
OTHER COUNTIES							
Bedford	327,128	22,097	23.1	30.4	13.9	10.2	.0098
Benton	146,038	17,682	27.5	26.1	13.2	5.5	.0045
Bledsoe	80,405	16,194	27.2	23.7	11.0	5.7	.0025
Bradley	775,762	22,188	25.4	28.8	15.8	10.4	.0258
Campbell	284,698	15,248	29.3	24.6	8.8	4.3	.0100
Cannon	87,241	15,963	31.5	26.1	8.1	4.4	.0029
Carroll	247,990	17,169	27.6	27.3	10.4	5.6	.0085
Chester	117,891	17,546	22.9	26.5	11.7	6.9	.0036
Claiborne	193,080	13,997	31.4	19.9	8.7	4.9	.0067
Clay	68,631	15,615	30.2	24.0	8.5	5.6	.0021
Cocke	242,475	16,373	28.2	24.6	10.0	5.2	.0084
Coffee	471,595	22,672	24.4	27.4	14.6	13.6	.0159
Crockett	110,993	15,834	28.8	24.9	8.7	4.8	.0037
Cumberland	307,113	18,665	28.9	27.0	12.0	7.4	.0110
Decatur	108,195	17,833	26.8	25.0	12.0	7.5	.0032
De Kalb	127,504	15,476	29.4	25.8	7.6	3.9	.0043

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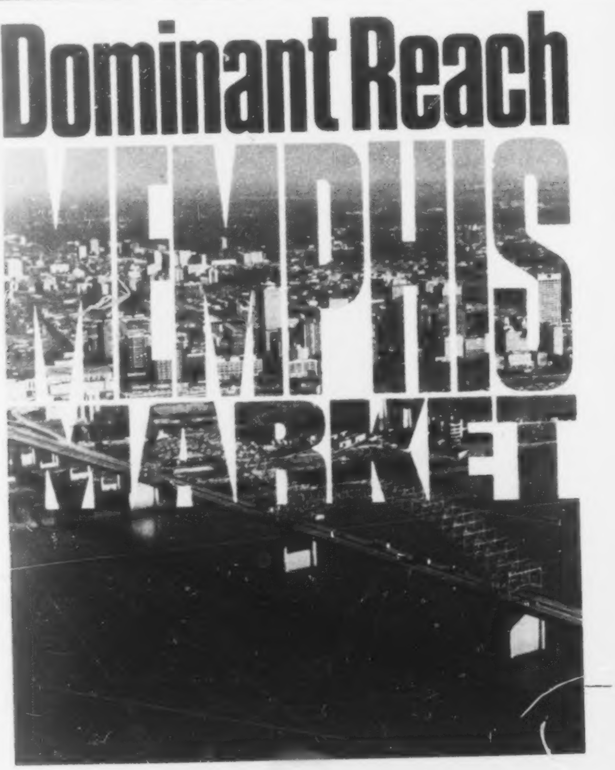


TENN. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Dyer	347,429	18,852	27.7	25.2	12.1	9.7	.0116
Fayette	191,670	16,558	26.2	23.9	10.4	7.4	.0060
Fentress	94,598	12,216	32.1	19.3	5.6	2.7	.0037
Franklin	341,702	21,388	24.6	28.0	14.9	10.3	.0103
Gibson	500,879	19,948	24.5	27.1	14.0	8.8	.0163
Giles	253,777	20,930	24.6	28.3	13.2	10.6	.0082
Greene	609,007	22,105	24.0	28.1	15.8	10.3	.0199
Grundy	119,795	16,639	29.9	24.4	10.0	5.8	.0039
Hamblen	560,435	20,804	27.3	28.9	14.4	8.6	.0199
Hancock	39,200	12,053	30.2	19.0	4.7	3.7	.0013
Hardeman	205,212	18,143	26.2	25.7	12.4	7.1	.0069
Hardin	184,206	16,686	28.2	26.3	10.0	4.9	.0066
Haywood	156,144	14,693	28.9	22.6	7.9	6.4	.0057
Henderson	230,700	20,345	25.0	30.0	12.4	8.3	.0070
Henry	277,203	17,815	29.5	25.4	11.6	6.8	.0096
Hickman	145,597	20,417	25.8	30.3	13.0	7.6	.0043
Houston	53,514	17,400	26.8	25.8	10.3	8.0	.0017
Humphreys	155,914	21,527	20.9	30.3	15.9	7.1	.0049
Jackson	77,023	16,430	27.5	21.3	12.5	6.9	.0023
Johnson	112,980	16,573	29.9	28.3	7.7	4.0	.0036
Lake	56,052	14,747	29.3	23.5	7.1	6.1	.0018
Lauderdale	220,544	18,127	24.7	26.6	11.1	7.3	.0066
Lawrence	352,712	21,106	24.4	28.4	15.2	9.0	.0112
Lewis	89,939	18,085	30.3	27.3	11.3	6.8	.0029
Lincoln	256,432	18,707	28.6	26.4	12.0	8.1	.0084
Loudon	426,275	27,429	20.9	24.0	17.7	21.1	.0115
McMinn	451,984	21,679	23.7	26.9	15.8	10.5	.0155

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
McNairy	210,360	17,170	27.4	27.5	9.7	5.8	.0065
Macon	150,568	18,646	26.4	30.4	10.1	6.0	.0046
Marshall	233,822	21,788	24.5	28.8	15.4	9.4	.0071
Maury	599,314	22,569	22.1	28.9	15.9	10.7	.0187
Meigs	69,407	20,234	26.9	27.5	14.5	8.6	.0022
Monroe	285,828	19,120	27.6	27.8	11.9	8.2	.0093
Moore	55,795	27,094	21.6	27.3	19.8	15.4	.0014
Morgan	150,810	18,755	28.2	25.3	13.8	7.8	.0040
Obion	370,581	21,241	24.3	26.8	15.0	10.6	.0120
Overton	133,422	14,823	29.0	23.4	8.3	4.4	.0046
Perry	56,685	17,671	31.2	27.4	11.2	4.6	.0016
Pickett	32,351	15,679	34.9	23.8	8.5	3.4	.0013
Polk	93,795	15,417	30.2	27.1	7.4	2.4	.0030
Putnam	489,375	18,316	28.4	25.7	12.2	7.7	.0176
Rhea	247,057	20,585	24.4	26.2	14.2	10.8	.0074
Roane	527,690	22,209	23.4	27.2	15.5	11.7	.0169
Scott	142,069	12,739	31.0	19.8	5.7	3.7	.0051
Smith	145,173	20,403	25.5	29.8	13.3	7.7	.0044
Stewart	87,561	18,612	25.3	28.2	12.6	6.0	.0024
Trousdale	69,364	22,400	24.8	30.6	16.4	8.4	.0019
Van Buren	37,986	18,556	32.2	27.8	10.9	6.8	.0011
Warren	331,736	19,888	26.8	28.8	12.1	8.7	.0107
Wayne	130,925	20,034	23.9	30.5	12.5	7.0	.0039
Weakley	300,938	17,552	29.9	26.0	11.3	6.4	.0098
White	179,847	16,983	30.4	27.2	10.4	4.9	.0059
TOTAL METRO COUNTIES	**38,030,798**	**23,025**	**22.9**	**26.5**	**15.8**	**14.0**	**1.2906**
TOTAL STATE	**53,370,919**	**21,636**	**24.1**	**26.5**	**14.8**	**12.1**	**1.7885**

Texas

S&MM ESTIMATES

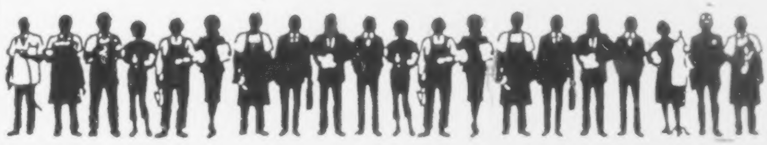
METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ABILENE	**126.8**	**.0516**	**30.4**	**15.1**	**16.9**	**18.5**	**23.7**	**45.6**	**1,092,849**	**214,046**	**86,384**	**154,719**	**50,197**	**253,883**	**34,207**
Taylor	126.8	.0516	30.4	15.1	16.9	18.5	23.7	45.6	1,092,849	214,046	86,384	154,719	50,197	253,883	34,207
• Abilene	116.3	.0473	29.9	15.9	17.2	18.1	23.2	41.2	1,023,754	203,891	81,074	152,558	50,470	235,109	34,656
SUBURBAN TOTAL	10.5	.0043	36.6	6.7	13.5	23.2	29.6	4.4	69,095	10,155	5,310	2,161	273	18,774	449
AMARILLO	**197.9**	**.0805**	**31.3**	**12.2**	**18.1**	**19.8**	**23.4**	**75.2**	**1,443,114**	**291,041**	**135,865**	**152,618**	**79,177**	**378,217**	**26,653**
Potter	105.2	.0428	31.6	12.1	17.2	17.6	26.6	40.8	1,040,685	193,583	99,965	117,064	53,172	270,028	21,210
• Amarillo	165.4	.0673	31.5	11.3	18.6	19.2	24.3	64.1	1,429,206	295,225	128,297	147,747	84,414	377,712	27,243
Randall	92.7	.0377	30.9	12.3	19.3	22.3	19.8	34.4	402,429	97,458	35,900	35,554	26,005	108,189	5,443
SUBURBAN TOTAL	32.5	.0132	30.1	16.4	16.5	23.0	18.8	11.1	13,908	4,184	7,568	4,871	5,237	505	590
AUSTIN	**745.1**	**.3034**	**29.1**	**16.3**	**22.0**	**18.6**	**18.4**	**284.9**	**4,833,318**	**1,020,269**	**554,830**	**528,786**	**283,166**	**1,090,067**	**106,795**
Hays	59.8	.0243	25.2	26.5	15.7	15.9	18.7	19.4	262,090	71,169	36,741	17,923	6,327	44,902	3,367
Travis	565.5	.2303	29.0	16.9	23.3	18.2	17.8	225.8	4,137,611	806,259	490,083	475,048	263,595	945,642	90,796
• Austin	481.2	.1959	28.5	18.7	24.1	16.7	17.6	197.9	4,075,058	796,421	487,704	468,559	262,491	945,335	90,194
Williamson	119.8	.0488	31.0	8.5	19.3	21.4	20.8	39.7	433,617	142,841	28,006	35,815	13,244	99,523	12,632
SUBURBAN TOTAL	263.9	.1075	30.4	12.1	18.2	22.0	19.7	87.0	758,260	223,848	67,126	60,227	20,675	144,732	16,601
BEAUMONT - PORT ARTHUR	**385.5**	**.1569**	**32.0**	**10.9**	**16.8**	**19.6**	**25.4**	**137.8**	**2,554,999**	**592,129**	**199,321**	**309,176**	**122,812**	**592,282**	**77,160**
Hardin	45.4	.0185	32.1	9.1	16.3	21.2	24.1	15.3	181,282	46,373	7,312	19,779	2,835	65,381	8,369
Jefferson	257.0	.1046	32.4	11.5	16.8	18.6	27.0	94.0	1,882,548	411,333	165,390	231,666	105,068	409,564	50,407
• Beaumont	122.1	.0497	31.7	12.0	17.9	17.9	26.2	45.3	1,165,311	203,833	111,184	168,196	79,063	252,805	26,214
• Port Arthur	63.9	.0260	33.4	11.0	15.0	16.4	31.2	23.6	407,015	109,343	27,783	43,387	17,871	106,137	10,772
Orange	83.1	.0338	30.8	10.2	17.1	21.6	21.2	28.5	491,169	134,423	26,619	57,731	14,909	117,337	18,384
SUBURBAN TOTAL	199.5	.0812	31.8	10.3	16.6	21.6	23.1	68.9	982,673	278,953	60,354	97,593	25,878	233,340	40,174
BRAZORIA	**205.2**	**.0836**	**29.6**	**12.1**	**20.1**	**21.7**	**17.4**	**66.7**	**1,040,178**	**325,662**	**73,326**	**105,487**	**36,109**	**241,614**	**27,986**
Brazoria	205.2	.0836	29.6	12.1	20.1	21.7	17.4	66.7	1,040,178	325,662	73,326	105,487	36,109	241,614	27,986
SUBURBAN TOTAL	205.2	.0836	29.6	12.1	20.1	21.7	17.4	66.7	1,040,178	325,662	73,326	105,487	36,109	241,614	27,986
BROWNSVILLE - HARLINGEN	**257.9**	**.1050**	**27.9**	**9.8**	**15.8**	**17.2**	**21.7**	**74.1**	**1,408,066**	**359,397**	**131,614**	**172,476**	**81,359**	**246,622**	**32,306**
Cameron	257.9	.1050	27.9	9.8	15.8	17.2	21.7	74.1	1,408,066	359,397	131,614	172,476	81,359	246,622	32,306
• Brownsville	103.0	.0419	27.0	10.3	16.1	17.5	19.6	28.7	717,761	190,560	54,829	111,878	51,106	111,990	18,194
• Harlingen	55.6	.0226	29.5	9.9	16.5	16.5	24.4	17.3	477,992	105,965	52,097	49,844	23,147	102,999	8,047
SUBURBAN TOTAL	99.3	.0405	28.0	9.3	15.0	17.2	22.3	28.1	212,313	62,872	24,688	10,754	7,106	31,633	6,065
BRYAN - COLLEGE STATION	**126.1**	**.0513**	**24.5**	**30.7**	**17.6**	**14.4**	**15.7**	**46.1**	**827,949**	**197,643**	**98,570**	**124,877**	**29,141**	**135,325**	**13,601**
Brazos	126.1	.0513	24.5	30.7	17.6	14.4	15.7	46.1	827,949	197,643	98,570	124,877	29,141	135,325	13,601
• Bryan	64.3	.0262	29.1	15.3	18.9	16.9	21.9	24.7	504,851	111,301	50,962	49,262	22,500	121,766	9,667
• College Station	50.6	.0206	22.7	53.9	15.5	9.7	7.3	17.2	303,405	79,346	44,780	72,418	5,889	13,133	3,809
SUBURBAN TOTAL	11.2	.0045	29.4	15.2	19.7	20.5	18.4	4.2	19,693	6,996	2,828	3,197	752	426	125

TEXAS (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
CORPUS CHRISTI	**369.4**	**.1504**	**29.5**	**11.0**	**18.0**	**18.8**	**21.3**	**121.9**	**2,334,645**	**561,828**	**228,825**	**258,658**	**130,616**	**497,813**	**45,838**
Nueces	306.2	.1246	29.5	11.3	18.3	18.7	21.3	102.3	2,044,876	459,827	212,778	240,488	124,835	424,784	37,425
• Corpus Christi	273.3	.1113	29.6	11.4	18.8	18.6	21.3	92.9	1,914,019	413,817	200,848	233,830	123,582	399,063	33,694
San Patricio	63.2	.0258	29.2	9.7	16.4	19.5	20.9	19.6	289,769	102,001	16,047	18,170	5,781	73,027	8,413
SUBURBAN TOTAL	96.1	.0391	28.9	10.0	15.7	19.3	21.1	29.0	420,626	148,011	27,977	24,828	7,034	98,750	12,144
DALLAS	**2,430.2**	**.9894**	**30.7**	**11.4**	**20.5**	**21.6**	**19.6**	**912.2**	**17,907,833**	**3,614,483**	**1,877,601**	**2,129,936**	**933,073**	**4,068,560**	**439,868**
Collin	219.1	.0892	30.3	7.8	20.0	25.5	15.1	71.7	1,382,099	309,325	115,636	209,634	92,780	273,890	46,515
Plano	111.2	.0453	29.0	6.9	23.5	27.8	8.2	34.8	836,251	205,480	87,331	181,861	42,699	74,455	26,412
Dallas	1,837.3	.7480	30.8	11.8	20.6	21.2	20.1	711.1	14,868,749	2,845,507	1,651,442	1,723,095	795,508	3,445,252	335,900
Carrollton	57.8	.0235	29.9	8.9	26.1	25.5	11.1	21.3	396,335	87,167	27,777	52,603	12,464	87,708	17,521
• Dallas	1,025.7	.4176	31.2	12.6	20.5	19.2	23.0	421.9	8,915,591	1,617,074	1,076,549	1,062,373	551,402	1,858,633	185,952
Garland	174.7	.0711	29.2	9.5	23.6	23.1	13.1	60.5	935,276	260,912	82,747	67,456	43,149	177,166	21,720
Grand Prairie	95.0	.0387	29.3	10.5	20.9	21.0	17.1	33.0	413,186	99,306	58,499	14,996	11,571	108,220	20,020
• Irving	132.6	.0540	29.9	13.4	20.5	23.6	15.9	50.6	1,098,622	214,860	80,515	119,098	32,876	449,818	23,749
Mesquite	86.1	.0351	29.2	10.9	19.7	24.9	13.6	28.5	727,212	119,665	41,951	222,128	25,422	102,477	15,931
Richardson	81.2	.0331	31.8	7.4	20.1	28.9	14.6	28.3	880,671	143,558	62,543	116,454	51,122	282,410	14,087
Denton	215.6	.0877	29.3	13.5	22.9	21.3	15.6	75.9	1,005,238	282,558	63,659	133,562	23,316	210,560	36,540
• Denton	57.6	.0235	27.8	24.6	20.3	16.8	18.7	21.5	508,615	112,975	36,654	87,740	11,587	114,017	25,053
Ellis	79.3	.0323	33.0	9.3	15.4	20.6	26.3	26.5	302,965	85,005	23,178	32,424	7,365	62,507	10,038
Kaufman	52.9	.0216	34.8	8.7	14.9	20.9	28.7	17.9	246,151	68,497	17,012	24,906	11,175	50,500	7,313
Rockwall	26.0	.0106	33.3	7.5	17.2	26.0	21.0	9.1	102,631	23,591	6,674	6,315	2,929	25,851	3,562
SUBURBAN TOTAL	1,214.3	.4943	30.5	9.5	20.4	23.6	17.3	418.2	7,385,005	1,669,574	683,883	860,725	337,208	1,646,092	205,114
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,686.6***	***1.5009***	***31.0***	***11.4***	***19.9***	***21.5***	***20.5***	***1,374.9***	***26,315,079***	***5,503,192***	***2,699,060***	***3,398,507***	***1,332,410***	***6,037,967***	***656,067***
EL PASO	**570.0**	**.2321**	**27.7**	**12.8**	**17.4**	**18.9**	**18.3**	**170.0**	**2,630,277**	**533,099**	**275,417**	**411,241**	**156,711**	**543,213**	**58,936**
El Paso	570.0	.2321	27.7	12.8	17.4	18.9	18.3	170.0	2,630,277	533,099	275,417	411,241	156,711	543,213	58,936
• El Paso	496.1	.2020	28.3	12.0	17.3	19.2	19.2	153.1	2,553,096	513,154	267,503	407,806	152,229	530,866	56,291
SUBURBAN TOTAL	73.9	.0301	24.1	18.2	18.4	16.8	12.4	16.9	77,181	19,945	7,914	3,435	4,482	12,347	2,645
FORT WORTH - ARLINGTON	**1,256.4**	**.5115**	**31.5**	**11.4**	**19.0**	**21.2**	**22.1**	**462.7**	**8,407,266**	**1,888,709**	**821,459**	**1,078,571**	**399,337**	**1,969,407**	**216,199**
Johnson	94.0	.0383	33.2	9.3	15.9	22.0	25.1	32.4	475,973	139,924	32,451	57,069	9,728	105,146	17,526
Parker	60.0	.0244	34.9	8.9	15.1	22.8	27.0	21.4	223,506	66,485	16,783	12,341	4,490	54,076	7,651
Tarrant	1,102.4	.4488	31.2	11.8	19.3	21.1	21.6	408.9	7,707,767	1,682,300	772,225	1,009,164	385,119	1,810,185	191,022
• Arlington	247.7	.1008	29.2	13.9	23.8	22.0	14.2	93.2	1,854,438	405,284	203,785	256,650	66,602	515,534	34,574
• Fort Worth	448.1	.1824	32.1	12.3	18.1	17.9	26.8	172.4	3,579,714	673,692	368,836	430,847	209,961	920,530	90,022
SUBURBAN TOTAL	560.6	.2283	32.4	9.7	17.3	23.5	21.9	197.1	2,973,094	809,733	242,838	391,074	122,774	533,343	91,603
GALVESTON - TEXAS CITY	**219.2**	**.0892**	**31.8**	**10.6**	**17.8**	**20.4**	**24.0**	**79.5**	**1,401,222**	**389,917**	**154,713**	**127,414**	**38,430**	**296,531**	**38,547**
Galveston	219.2	.0892	31.8	10.6	17.8	20.4	24.0	79.5	1,401,222	389,917	154,713	127,414	38,430	296,531	38,547
• Galveston	62.8	.0256	32.7	12.4	18.0	17.0	28.9	25.0	472,065	125,415	75,493	54,049	14,840	77,425	10,406
• Texas City	43.6	.0178	31.4	10.4	17.3	20.1	23.7	15.1	308,754	79,193	23,121	16,938	9,730	96,968	9,641
SUBURBAN TOTAL	112.8	.0458	31.5	9.8	17.9	22.4	21.3	39.4	620,403	185,309	56,099	56,427	13,860	122,138	18,500
HOUSTON	**3,233.0**	**1.3163**	**29.7**	**11.6**	**21.9**	**21.2**	**17.3**	**1,181.9**	**22,796,309**	**4,952,623**	**2,327,423**	**2,626,784**	**1,185,093**	**5,221,113**	**706,220**
Fort Bend	208.5	.0849	28.3	8.9	24.0	21.5	13.8	65.9	686,257	187,698	35,251	21,974	21,235	189,996	21,233
Harris	2,764.3	1.1254	29.7	12.0	22.2	20.9	17.3	1,030.3	20,873,241	4,467,939	2,223,334	2,522,635	1,134,523	4,631,220	644,107
• Baytown	60.9	.0248	29.5	11.9	19.5	18.6	20.7	22.1	476,872	130,490	37,860	38,703	15,738	128,893	14,779
• Houston	1,741.0	.7088	29.9	13.1	22.2	19.9	18.7	672.0	15,171,878	3,069,513	1,691,027	1,876,246	882,958	3,293,163	472,437
Pasadena	118.0	.0480	28.4	13.9	20.4	20.0	16.5	42.0	830,483	193,842	75,938	145,027	36,344	168,075	25,524
Liberty	57.0	.0232	32.3	9.2	16.4	20.0	25.6	19.8	307,582	91,209	15,253	25,088	5,211	90,875	13,528
Montgomery	179.7	.0732	31.1	8.5	17.9	24.4	18.5	58.9	656,170	179,296	44,991	46,985	21,249	132,919	23,335
Waller	23.5	.0096	28.8	20.0	14.0	17.3	24.0	7.0	273,059	26,481	8,594	10,102	2,875	176,103	4,017
SUBURBAN TOTAL	1,431.1	.5827	29.5	9.9	21.6	22.7	15.5	487.8	7,147,559	1,752,620	598,536	711,835	286,397	1,799,057	219,004
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,657.4***	***1.4891***	***29.8***	***11.6***	***21.5***	***21.1***	***17.8***	***1,328.1***	***25,237,709***	***5,668,2[illegible]***	***2,555,462***	***2,859,685***	***1,259,632***	***5,759,254***	***772,753***
KILLEEN - TEMPLE	**245.4**	**.0999**	**26.5**	**19.9**	**18.8**	**17.0**	**17.0**	**80.1**	**1,170,574**	**282,0[illegible]**	**112,101**	**184,581**	**58,093**	**268,587**	**28,146**

TURN TO LANDON FOR RESULTS
(SEE PAGE B-26)

Reach South Texas...



89% Readership in the Corpus Chrisiti City Zone

Newspaper Advertising Sales

CWO&O

Source: Media Research Survey, 1988.

Corpus Christi Caller-Times

A HARTE-HANKS NEWSPAPER.

METRO & COUNTY TOTALS

TEXAS (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Bell	178.3	.0726	27.5	17.4	18.9	17.3	18.6	62.5	1,050,817	243,774	102,388	166,889	48,615	243,474	24,877
• Killeen	61.7	.0251	24.4	22.5	20.0	16.8	11.2	23.3	490,740	100,648	44,830	78,271	27,620	137,564	10,108
• Temple	47.7	.0194	33.8	9.9	17.0	17.8	30.1	18.9	423,311	99,158	40,321	77,414	19,369	90,565	14,069
Coryell	67.1	.0273	24.3	26.9	18.9	16.1	12.4	17.6	119,757	38,303	9,713	17,692	9,478	25,113	3,269
SUBURBAN TOTAL	136.0	.0554	25.4	22.3	19.0	16.8	14.9	37.9	256,523	82,271	26,950	28,896	11,104	40,458	3,969
LAREDO	**120.6**	**.0491**	**26.4**	**11.0**	**15.7**	**17.0**	**19.5**	**32.2**	**1,057,511**	**253,297**	**67,873**	**177,581**	**113,589**	**109,088**	**19,084**
Webb	120.6	.0491	26.4	11.0	15.7	17.0	19.5	32.2	1,057,511	253,297	67,873	177,581	113,589	109,088	19,084
• Laredo	114.2	.0465	26.3	11.1	15.7	16.6	19.8	30.7	1,052,531	253,282	67,000	177,541	113,567	109,076	19,084
SUBURBAN TOTAL	6.4	.0026	27.8	8.6	17.9	23.9	13.2	1.5	4,980	15	873	40	22	12	
LONGVIEW - MARSHALL	**170.6**	**.0696**	**32.3**	**10.9**	**16.6**	**19.3**	**26.3**	**61.7**	**1,328,245**	**293,691**	**108,870**	**167,274**	**72,807**	**330,288**	**37,718**
Gregg	113.3	.0462	31.9	11.4	17.4	19.5	25.1	41.7	1,044,422	235,718	88,761	145,854	42,221	261,483	28,757
• Longview	74.5	.0303	31.7	12.0	17.9	19.5	24.6	27.6	796,161	172,293	72,803	132,864	38,866	163,591	20,180
Harrison	57.3	.0234	33.2	9.9	14.9	18.8	28.5	20.0	283,823	57,973	20,109	21,420	30,586	68,805	8,961
• Marshall	24.2	.0099	33.8	10.9	14.5	16.1	32.1	8.8	224,836	48,026	14,278	18,186	14,699	62,301	8,152
SUBURBAN TOTAL	71.9	.0294	32.6	9.8	15.8	20.2	26.0	25.3	307,248	73,372	21,789	16,224	19,242	104,396	9,386
LUBBOCK	**222.3**	**.0905**	**28.1**	**17.5**	**18.4**	**18.0**	**19.4**	**79.0**	**1,564,373**	**325,608**	**137,553**	**183,691**	**86,107**	**444,230**	**26,342**
Lubbock	222.3	.0905	28.1	17.5	18.4	18.0	19.4	79.0	1,564,373	325,608	137,553	183,691	86,107	444,230	26,342
• Lubbock	183.8	.0748	27.8	18.9	18.9	17.3	19.1	66.8	1,460,655	307,245	135,500	180,879	85,960	390,773	24,795
SUBURBAN TOTAL	38.5	.0157	30.0	10.8	16.2	21.3	20.6	12.2	103,718	18,363	2,053	2,812	147	53,457	1,547
McALLEN - EDINBURG - MISSION	**366.7**	**.1493**	**27.1**	**10.2**	**15.8**	**16.6**	**20.8**	**100.6**	**1,823,960**	**445,395**	**138,207**	**250,422**	**104,980**	**315,780**	**44,326**
Hidalgo	366.7	.1493	27.1	10.2	15.8	16.6	20.8	100.6	1,823,960	445,395	138,207	250,422	104,980	315,780	44,326
• Edinburg	32.2	.0131	27.0	13.2	16.6	16.0	20.6	9.3	174,574	60,109	14,217	14,271	8,901	40,569	5,419
• McAllen	85.2	.0347	28.9	9.4	17.3	18.1	21.4	25.6	984,996	160,423	78,879	147,052	76,609	172,682	22,364
• Mission	31.4	.0128	29.3	9.8	14.5	15.6	26.2	9.1	129,250	55,213	7,111	14,197	4,539	23,107	3,219
SUBURBAN TOTAL	217.9	.0887	26.0	10.0	15.3	16.3	19.9	56.6	535,140	169,650	38,000	74,902	14,931	79,422	13,324
MIDLAND	**116.1**	**.0472**	**30.8**	**11.1**	**19.1**	**20.2**	**21.9**	**42.4**	**1,104,330**	**234,022**	**86,156**	**182,804**	**64,268**	**186,013**	**21,476**
Midland	116.1	.0472	30.8	11.1	19.1	20.2	21.9	42.4	1,104,330	234,022	86,156	182,804	64,268	186,013	21,476
• Midland	103.0	.0419	31.0	11.0	19.2	19.8	22.6	38.0	1,033,110	226,155	84,094	179,910	63,184	168,883	21,135
SUBURBAN TOTAL	13.1	.0053	29.5	12.0	17.8	23.7	16.6	4.4	71,220	7,867	2,062	2,894	1,084	17,130	341
ODESSA	**134.3**	**.0547**	**29.5**	**12.6**	**19.0**	**19.6**	**20.0**	**48.6**	**1,383,514**	**276,920**	**138,348**	**182,298**	**86,295**	**340,822**	**24,624**
Ector	134.3	.0547	29.5	12.6	19.0	19.6	20.0	48.6	1,383,514	276,920	138,348	182,298	86,295	340,822	24,624
• Odessa	104.8	.0427	29.8	12.5	19.2	19.4	20.7	38.5	1,280,729	263,211	121,597	179,853	82,896	338,092	23,556
SUBURBAN TOTAL	29.5	.0120	28.5	12.6	~~18.2~~	20.4	17.7	10.1	102,785	13,709	16,751	2,445	3,399	2,730	1,068
SAN ANGELO	**98.1**	**.0399**	**31.8**	**13.6**	**16.8**	**18.3**	**26.4**	**35.7**	**813,259**	**171,366**	**74,724**	**108,981**	**54,018**	**169,174**	**18,143**
Tom Green	98.1	.0399	31.8	13.6	16.8	18.3	26.4	35.7	813,259	171,366	74,724	108,981	54,018	169,174	18,143
• San Angelo	86.5	.0352	31.3	14.3	17.0	17.7	26.0	31.7	793,603	168,246	73,570	108,487	53,786	167,187	18,053
SUBURBAN TOTAL	11.6	.0047	36.0	8.2	15.1	23.3	28.4	4.0	19,656	3,120	1,154	494	232	1,987	90
SAN ANTONIO	**1,271.5**	**.5176**	**30.1**	**11.8**	**17.8**	**19.1**	**22.1**	**430.3**	**7,172,213**	**1,892,642**	**782,746**	**789,981**	**379,479**	**1,410,351**	**134,165**
Bexar	1,161.6	.4729	29.7	12.0	18.0	19.0	21.5	391.2	6,765,981	1,782,254	748,798	767,669	362,481	1,315,638	123,898
• San Antonio	958.6	.3903	29.9	11.7	17.5	18.1	23.0	326.1	6,106,777	1,608,330	681,703	689,767	315,638	1,233,462	113,360
Comal	50.7	.0206	36.5	8.2	14.9	20.5	31.5	18.5	215,048	61,326	20,562	13,496	6,738	48,907	4,606
Guadalupe	59.2	.0241	32.8	10.7	15.4	21.0	25.6	20.6	191,184	49,062	13,386	8,816	10,260	45,806	5,661
SUBURBAN TOTAL	312.9	.1273	30.6	12.0	18.7	22.2	19.6	104.2	1,065,436	284,312	101,043	100,214	63,841	176,889	20,805
SHERMAN - DENISON	**98.0**	**.0399**	**35.4**	**10.1**	**15.5**	**19.4**	**31.1**	**37.7**	**601,954**	**118,224**	**49,951**	**84,713**	**25,363**	**135,120**	**21,477**

San Antonio Light

REACHES OVER HALF THE
SAN ANTONIO NEWSPAPER MARKET
AVERAGE ISSUE ADULT READERSHIP

DAILY
370,000
adult readers 53.3%

SUNDAY
533,300
adult readers 59.2%

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: 1987 Scarborough

TEXAS (cont.)

METRO AREA County City	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Grayson	98.0	.0399	35.4	10.1	15.5	19.4	31.1	37.7	601,954	118,224	49,951	84,713	25,363	135,120	21,477
• Denison	24.8	.0101	34.9	9.8	16.1	18.3	31.5	9.8	189,677	40,814	16,381	19,280	4,102	46,376	11,489
• Sherman	32.5	.0132	33.4	12.5	16.9	17.8	29.5	12.7	331,197	56,299	28,811	61,113	19,169	65,595	6,825
SUBURBAN TOTAL	40.7	.0166	37.2	8.3	14.1	21.3	32.2	15.2	81,080	21,111	4,759	4,320	2,092	23,149	3,163
TEXARKANA	**121.4**	**.0494**	**33.4**	**9.0**	**16.2**	**18.6**	**28.8**	**44.6**	**802,956**	**171,597**	**61,540**	**115,828**	**37,718**	**150,332**	**25,052**
Bowie	82.3	.0335	33.7	9.0	16.3	19.1	28.8	30.4	609,903	100,809	43,919	105,521	28,695	141,434	16,155
• Texarkana	33.9	.0138	33.8	9.6	16.3	15.8	32.2	13.2	462,162	65,127	31,764	91,324	25,358	117,962	11,968
Miller, Ark.	*39.1*	*.0159*	*32.8*	*9.1*	*16.0*	*17.8*	*28.7*	*14.2*	*193,053*	*70,788*	*17,621*	*10,307*	*9,023*	*8,898*	*8,897*
• Texarkana	*22.6*	*.0092*	*34.2*	*9.2*	*15.6*	*16.6*	*32.2*	*8.6*	*186,383*	*70,193*	*16,515*	*10,269*	*8,913*	*8,709*	*8,874*
SUBURBAN TOTAL	64.9	.0264	32.9	8.6	16.3	20.8	25.8	22.8	154,411	36,277	13,261	14,235	3,447	23,661	4,210
TYLER	**156.1**	**.0635**	**32.8**	**10.5**	**16.6**	**19.4**	**27.0**	**57.0**	**1,033,324**	**212,402**	**71,401**	**168,080**	**42,787**	**247,457**	**34,097**
Smith	156.1	.0635	32.8	10.5	16.6	19.4	27.0	57.0	1,033,324	212,402	71,401	168,080	42,787	247,457	34,097
• Tyler	77.5	.0316	32.3	11.8	17.1	18.2	27.2	29.3	912,472	183,007	63,351	162,963	39,797	229,429	29,045
SUBURBAN TOTAL	78.6	.0319	33.4	9.2	16.3	20.6	26.8	27.7	120,852	29,395	8,050	5,117	2,990	18,028	5,052
VICTORIA	**77.1**	**.0314**	**29.9**	**11.2**	**18.2**	**19.5**	**21.3**	**26.2**	**590,716**	**132,898**	**43,620**	**81,443**	**26,509**	**117,888**	**10,306**
Victoria	77.1	.0314	29.9	11.2	18.2	19.5	21.3	26.2	590,716	132,898	43,620	81,443	26,509	117,888	10,306
• Victoria	57.5	.0234	29.8	11.8	18.4	18.8	21.6	19.9	582,871	131,807	39,917	81,395	26,493	117,878	10,306
SUBURBAN TOTAL	19.6	.0080	30.3	9.5	17.7	21.5	20.2	6.3	7,845	1,091	3,703	48	16	10	
WACO	**190.7**	**.0777**	**32.3**	**14.4**	**15.1**	**17.5**	**28.5**	**69.5**	**1,157,841**	**263,290**	**102,183**	**178,229**	**48,378**	**236,851**	**25,076**
McLennan	190.7	.0777	32.3	14.4	15.1	17.5	28.5	69.5	1,157,841	263,290	102,183	178,229	48,378	236,851	25,076
• Waco	107.5	.0438	31.3	18.0	15.1	14.5	29.9	40.4	908,943	174,560	87,329	165,572	39,026	180,936	19,600
SUBURBAN TOTAL	83.2	.0339	33.6	9.7	15.5	21.3	26.6	29.1	248,898	88,730	14,854	12,657	9,352	55,915	5,476
WICHITA FALLS	**127.8**	**.0520**	**31.6**	**14.0**	**17.1**	**19.2**	**25.1**	**46.5**	**978,265**	**186,673**	**94,123**	**151,130**	**56,232**	**217,466**	**24,009**
Wichita	127.8	.0520	31.6	14.0	17.1	19.2	25.1	46.5	978,265	186,673	94,123	151,130	56,232	217,466	24,009
• Wichita Falls	100.4	.0409	31.0	15.1	17.9	18.0	24.9	36.7	864,498	158,750	87,317	134,200	54,878	174,072	21,425
SUBURBAN TOTAL	27.4	.0111	34.3	9.9	14.6	23.5	25.4	9.8	113,767	27,923	6,806	16,930	1,354	43,394	2,584
OTHER COUNTIES															
Anderson	49.4	.0201	32.1	14.3	19.1	16.0	28.5	14.7	259,646	67,620	16,406	14,150	9,756	59,257	8,981
Andrews	16.3	.0066	29.5	11.3	16.1	19.9	21.3	5.3	79,646	22,507	6,216	3,487	822	26,583	3,484
Angelina	72.7	.0296	31.6	10.1	16.4	19.3	25.1	25.0	438,835	114,181	30,118	58,148	21,377	83,279	17,170
Aransas	18.6	.0076	37.3	8.1	13.0	18.3	34.7	6.8	91,378	33,809	10,728	2,311	4,331	6,940	1,417
Archer	8.4	.0034	34.9	9.0	14.9	20.5	29.4	3.0	25,213	7,892	740	959	137	10,409	728
Armstrong	2.1	.0009	40.4	6.5	12.7	20.1	37.6	.8	13,621	2,914	929		204	4,384	223
Atascosa	30.6	.0124	31.5	9.1	14.6	18.7	26.2	10.1	96,487	34,518	5,335	4,995	1,510	14,877	2,354
Austin	21.4	.0088	37.1	7.9	14.0	18.4	34.4	7.7	122,254	29,157	7,741	10,966	2,577	33,934	5,601
Bailey	8.1	.0033	31.6	9.8	13.5	19.4	26.0	2.7	27,978	4,999	2,356	1,130	818	10,747	507
Bandera	9.6	.0039	42.1	6.4	12.1	19.8	39.7	3.7	28,080	12,374	1,480	474	697	6,329	687
Bastrop	37.1	.0151	34.8	9.0	14.9	17.8	32.0	13.2	126,966	47,133	12,743	8,295	2,580	26,329	3,228
Baylor	4.7	.0019	43.7	6.6	11.9	17.5	43.0	1.8	43,590	9,497	2,094	1,164	252	12,959	1,070
Bee	27.0	.0110	29.1	12.5	16.8	17.7	22.4	8.7	133,240	38,474	9,519	10,747	5,798	25,110	4,904
Blanco	6.0	.0024	41.0	7.2	12.3	18.4	39.7	2.5	18,452	6,067	3,882		324	663	92
Borden	.9	.0004	34.7	7.8	13.4	21.1	28.4	.3	143	50					
Bosque	14.8	.0060	45.4	6.5	11.5	16.2	45.9	6.1	57,364	13,953	2,668	2,368	2,135	13,110	2,441
Brewster	7.9	.0032	30.4	16.8	16.1	16.6	25.9	2.9	40,126	13,666	2,565	3,585	436	9,531	2,175
Briscoe	2.2	.0009	36.0	7.9	14.1	17.3	34.0	1.0	6,592	2,915	276		93	1,508	249
Brooks	9.0	.0037	31.6	9.9	13.7	18.1	27.3	2.7	40,799	13,887	3,317	1,205	1,248	10,159	979
Brown	36.6	.0149	35.2	10.0	14.6	17.6	32.6	13.9	219,314	58,453	18,908	24,557	9,103	37,595	8,976
Burleson	15.2	.0062	37.4	8.9	12.9	17.1	35.6	5.3	75,051	21,748	4,105	2,876	1,617	25,288	1,281
Burnet	25.6	.0104	42.8	6.5	12.0	16.9	42.5	10.3	168,227	32,738	11,812	34,303	9,464	22,556	3,767
Caldwell	28.7	.0117	31.0	13.0	14.4	15.9	28.3	9.3	100,309	28,919	8,845	9,841	3,845	25,018	2,378
Calhoun	21.8	.0089	30.9	10.6	15.6	20.8	22.9	7.5	109,974	34,774	7,759	8,477	3,245	17,343	3,495
Callahan	13.2	.0053	39.0	7.4	13.1	20.4	35.3	4.8	33,479	14,017	2,258	758	264	9,600	1,054
Camp	10.4	.0043	35.3	8.5	14.8	16.9	33.4	4.0	45,449	7,582	3,762	890	2,664	14,210	1,964
Carson	6.8	.0027	35.2	8.0	14.5	20.5	29.8	2.4	18,799	8,218	1,273		148	3,685	330
Cass	31.7	.0129	35.2	8.5	14.1	19.0	31.3	11.2	96,649	35,430	4,699	13,869	3,711	14,783	3,916
Castro	10.3	.0042	27.6	9.0	15.6	19.0	19.4	3.3	30,656	10,892	1,469	562	379	7,445	494
Chambers	22.5	.0092	30.2	10.1	18.5	20.5	20.6	7.7	66,961	21,218	2,129	1,683	1,105	19,094	2,747
Cherokee	43.0	.0175	36.6	9.0	13.9	18.4	33.8	15.4	176,932	36,214	9,795	19,947	3,200	47,163	4,853
Childress	6.5	.0026	40.8	7.5	12.2	17.6	39.4	2.5	32,474	14,370	3,374	1,211	425	6,181	1,096
Clay	10.3	.0042	38.6	8.3	13.0	20.8	34.5	4.1	54,031	10,778	3,221	2,108	1,228	9,480	2,185
Cochran	5.0	.0021	30.1	9.5	13.3	19.4	24.1	1.6	15,832	2,655	279	191	577	7,573	192
Coke	3.3	.0013	45.5	6.8	10.2	18.0	44.4	1.3	14,254	4,091	341	104	129	7,919	
Coleman	10.3	.0042	43.9	7.1	11.0	15.7	44.2	4.2	37,248	14,320	1,648	1,426	363	6,923	1,584
Collingsworth	4.3	.0018	38.7	7.8	12.4	16.1	38.1	1.7	19,530	5,137	686	687	489	6,523	545
Colorado	19.9	.0081	37.3	8.9	13.6	17.9	35.0	7.3	115,234	34,117	8,278	2,843	3,486	28,205	5,204
Comanche	13.0	.0053	42.2	6.6	12.0	18.1	41.2	4.9	51,219	15,856	2,130	4,459	973	13,138	1,635
Concho	2.9	.0012	40.5	6.6	13.0	15.4	40.9	1.1	13,211	2,301	163	305	45	6,813	160
Cooke	30.9	.0126	33.7	10.3	15.4	17.9	30.1	11.3	162,384	40,265	11,699	18,580	4,932	31,412	4,369
Cottle	2.5	.0010	40.8	7.2	11.9	17.4	39.9	1.0	13,536	4,027	699	474	173	4,067	302
Crane	4.8	.0020	29.7	10.5	15.4	19.2	22.7	1.7	37,466	16,598	1,446	971	476	12,206	1,771
Crockett	4.6	.0018	30.4	9.8	16.2	20.4	22.1	1.6	44,515	10,466	1,036	567	797	9,909	1,156
Crosby	8.3	.0034	32.6	9.5	11.7	19.2	28.1	2.8	19,544	8,709	259	899	398	5,472	366
Culberson	3.4	.0014	27.2	10.4	15.0	19.7	18.6	1.0	48,648	7,839	3,529	253	859	9,192	638
Dallam	6.7	.0027	32.0	9.2	15.4	18.9	26.5	2.5	28,833	5,182	3,221	1,447	62	9,081	266
Dawson	16.0	.0065	32.1	9.1	14.5	18.1	27.7	5.4	88,627	26,605	6,364	5,905	3,122	22,164	5,107
Deaf Smith	20.4	.0084	28.2	9.4	16.1	18.9	20.2	6.4	78,580	28,884	5,173	3,367	2,758	18,943	1,800
Delta	4.7	.0019	44.2	6.2	10.2	16.2	45.4	1.7	9,658	3,789	242	105	195	2,906	97

TEXAS (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture Furnish Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
De Witt	19.7	.0081	39.3	8.0	13.0	15.8	38.7	7.2	111,934	28,052	7,185	10,013	2,901	27,820	5,770
Dickens	3.2	.0013	40.9	7.0	11.1	16.8	40.4	1.3	15,220	6,587	742	467		3,120	578
Dimmit	12.0	.0049	27.5	10.0	15.5	15.9	22.5	3.4	30,544	14,239	1,154	4,720	278	2,047	362
Donley	4.1	.0016	41.7	9.3	11.3	17.0	41.7	1.6	34,172	7,475	1,282	3,492	1,121	14,937	1,753
Duval	13.3	.0054	31.3	9.5	13.2	16.7	28.5	4.1	36,988	15,430	2,887	1,809	832	6,553	634
Eastland	19.8	.0081	41.4	10.2	12.0	16.0	41.2	7.9	105,597	34,338	8,183	2,571	1,991	25,623	4,282
Edwards	1.9	.0007	33.7	6.4	13.2	19.6	28.7	.7	7,982	2,881	484	167		119	162
Erath	25.1	.0102	35.5	14.4	13.9	16.2	34.3	10.0	124,944	29,694	11,712	10,384	2,309	34,845	4,381
Falls	18.2	.0074	41.4	8.1	11.8	15.5	41.2	7.2	58,315	20,066	1,971	7,573	1,187	6,233	4,783
Fannin	24.8	.0101	41.5	7.4	12.0	17.2	40.5	9.9	96,056	24,600	3,967	5,914	2,217	37,916	5,007
Fayette	20.6	.0084	43.3	7.8	12.4	15.6	43.5	8.2	147,036	34,060	20,056	9,128	3,571	26,195	4,376
Fisher	5.6	.0023	39.9	6.7	11.7	17.7	38.7	2.1	14,104	4,094	1,340	667	542	4,040	1,146
Floyd	9.0	.0037	33.6	8.4	12.5	18.6	29.7	3.0	28,950	5,571	1,522	1,148	128	11,143	1,048
Foard	2.0	.0008	43.7	6.5	11.7	16.6	43.2	.9	7,007	2,574	281			2,704	134
Franklin	8.0	.0032	38.8	7.4	13.7	18.1	36.7	3.1	29,187	9,834	969	532	1,602	5,589	1,724
Freestone	17.6	.0072	37.6	8.1	13.5	16.0	36.8	6.4	54,571	19,148	5,114	2,402	1,186	10,828	1,452
Frio	14.8	.0060	27.8	9.7	14.7	16.8	22.6	4.3	34,947	13,499	2,709	1,016	764	6,414	1,141
Gaines	14.9	.0061	29.2	10.1	15.0	19.8	21.5	4.7	56,155	17,077	4,633	990	3,029	21,977	2,156
Garza	5.2	.0021	33.4	8.9	13.8	18.8	29.0	1.8	21,948	9,597	1,171	316	615	964	332
Gillespie	16.2	.0066	42.6	6.9	11.9	17.5	41.9	6.5	121,021	36,531	8,538	5,960	6,471	23,651	2,328
Glasscock	1.3	.0006	26.1	9.1	15.9	18.7	20.3	.4	1,031	758	163				
Goliad	5.6	.0022	35.2	8.6	13.8	17.8	32.5	1.9	22,357	10,817	1,223	559	174	5,172	852
Gonzales	17.8	.0073	36.1	8.6	12.9	16.5	34.8	6.3	111,719	34,258	7,143	16,695	4,427	19,059	3,986
Gray	25.7	.0104	35.7	9.4	14.7	19.8	31.2	10.0	201,144	62,306	12,913	22,186	11,607	35,759	4,276
Grimes	18.8	.0076	39.6	8.3	12.9	15.0	40.0	5.6	91,792	14,313	4,397	15,177	932	30,547	1,736
Hale	37.0	.0151	30.7	10.5	15.1	18.4	25.2	12.3	170,518	40,073	13,361	29,583	6,734	42,800	6,466
Hall	5.0	.0020	39.8	5.9	12.4	17.0	39.2	1.9	17,040	8,917	1,158	1,309	228	2,008	758
Hamilton	8.5	.0035	47.3	6.3	10.6	16.3	47.2	3.6	31,248	10,609	2,119	2,071	1,302	3,716	1,907
Hansford	6.4	.0026	32.6	9.1	16.2	27.0	24.2	2.3	33,310	8,555	2,256	1,145	1,119	12,318	1,520
Hardeman	6.2	.0025	40.8	7.0	11.4	16.8	40.5	2.4	19,733	9,828	2,439	381	252	925	508
Hartley	4.1	.0016	34.6	6.5	15.3	22.3	27.3	1.3	20,413	9,949	291		1,881	5,948	
Haskell	7.2	.0030	42.3	7.0	11.2	16.1	41.9	2.7	35,567	8,212	1,716	1,834	795	13,821	1,630
Hemphill	5.7	.0023	29.3	12.0	17.8	18.6	21.2	1.9	29,445	6,002	1,792		785	6,158	1,242
Henderson	60.2	.0245	39.4	8.2	12.1	18.8	27.1	23.4	174,693	48,972	8,583	15,583	2,896	41,020	9,706
Hill	27.1	.0111	41.1	7.8	12.3	16.8	40.5	10.4	148,046	37,004	11,964	13,274	2,915	33,095	5,533
Hockley	24.8	.0101	28.9	12.7	15.2	18.5	22.2	8.2	98,666	28,604	7,060	8,175	1,280	32,481	3,591
Hood	29.6	.0120	37.3	8.7	15.1	19.2	33.9	11.4	123,764	31,049	10,595	14,579	1,503	35,613	2,916
Hopkins	29.6	.0121	35.8	8.7	15.2	18.0	33.0	11.2	155,172	36,693	15,405	13,555	3,115	44,940	4,576
Houston	24.7	.0100	35.9	8.4	18.0	17.6	33.6	8.5	92,578	24,124	4,795	7,436	3,474	29,705	3,797
Howard	35.1	.0143	34.4	9.9	14.9	20.4	28.7	13.2	273,653	68,734	22,353	36,666	7,834	67,091	8,953
Hudspeth	2.8	.0011	28.4	10.1	14.6	18.9	21.5	.9	5,955	2,553	251	73	62	758	
Hunt	67.3	.0274	35.2	11.2	13.9	20.5	29.9	25.2	326,180	96,892	28,008	29,868	13,032	55,836	11,254
Hutchinson	27.0	.0110	34.4	9.7	15.6	18.2	30.8	10.1	168,443	52,362	13,639	15,945	5,128	32,792	7,999
Irion	1.7	.0007	35.0	8.1	14.0	20.5	29.6	.5	2,523	1,070				50	
Jack	7.7	.0032	37.8	8.5	14.2	17.7	35.7	2.9	25,196	7,922	3,396	1,156	446	5,804	739
Jackson	13.3	.0054	33.9	9.7	14.3	18.9	29.6	4.7	66,792	21,000	2,907	2,863	1,461	24,674	1,694
Jasper	34.1	.0139	34.0	8.7	14.2	19.3	29.3	12.1	170,915	45,561	7,050	18,303	5,114	35,927	4,583
Jeff Davis	1.8	.0007	35.3	7.9	15.2	19.6	30.8	.6	5,454	3,899	722				
Jim Hogg	5.5	.0023	30.9	9.1	14.3	17.6	26.6	1.8	42,256	8,834	1,640	1,761	1,277	10,064	1,171
Jim Wells	39.9	.0162	29.7	10.2	15.8	18.3	23.3	12.6	234,658	68,926	16,213	15,214	7,709	58,891	5,806
Jones	18.2	.0074	38.3	7.4	12.6	18.1	36.1	6.7	81,702	16,993	3,258	1,844	1,517	33,776	2,742
Karnes	13.4	.0054	33.4	9.7	13.5	16.1	31.8	4.5	76,595	24,018	4,181	3,333	1,619	24,363	1,378
Kendall	15.3	.0062	38.1	7.0	12.9	22.9	32.2	5.4	91,000	20,022	6,489	1,698	907	42,830	2,030
Kenedy	.5	.0002	32.6	13.0	10.0	18.2	29.4	.2	2,503	1,060		1,443			
Kent	1.1	.0005	43.0	8.4	11.1	16.9	41.2	.4	7,065	1,610	145	1,408	123	2,386	
Kerr	37.9	.0154	43.1	7.7	12.1	16.8	42.7	15.0	202,173	50,648	16,256	25,949	7,133	28,684	6,595
Kimble	4.2	.0017	40.5	6.8	11.8	18.8	38.7	1.6	37,539	8,347	3,259	2,234	525	9,134	230
King	.4	.0002	29.8	11.5	16.8	17.9	23.3	.2	1,377	155				105	
Kinney	2.7	.0011	35.3	7.6	13.2	15.5	34.8	.8	3,332	662	327	57	54	1,315	
Kleberg	32.8	.0133	26.7	17.4	18.3	16.5	18.1	10.6	183,619	64,186	20,737	15,014	5,598	34,672	3,850
Knox	5.2	.0021	41.7	7.5	10.9	16.6	40.9	1.9	16,818	8,675	650	387	117	1,077	1,919
Lamar	45.4	.0185	36.0	9.1	13.8	19.0	32.4	17.0	259,125	52,273	22,799	36,755	11,141	52,489	8,158
Lamb	17.4	.0071	33.5	8.6	13.6	18.0	29.9	5.9	60,854	20,262	3,057	2,148	1,565	12,572	3,414
Lampasas	14.6	.0059	36.2	7.8	14.1	20.2	31.6	5.5	49,125	11,803	3,027	6,011	1,141	13,396	1,681
La Salle	5.7	.0024	30.3	9.2	14.1	17.9	25.6	1.8	14,005	3,937	576	2,010	44	3,176	592
Lavaca	19.7	.0080	41.1	7.7	12.4	15.7	41.1	7.4	101,519	36,605	3,293	3,222	4,411	22,238	4,314
Lee	13.4	.0054	35.6	9.0	13.1	17.0	33.7	4.7	140,580	39,008	11,510	3,177	8,901	28,462	3,278
Leon	12.6	.0052	43.1	6.8	11.4	16.0	43.1	5.3	64,087	15,925	5,986	1,575	3,644	10,237	1,851
Limestone	23.2	.0094	39.6	8.5	13.2	16.8	38.7	8.4	84,993	27,832	3,919	7,829	3,525	15,321	2,465
Lipscomb	3.8	.0016	33.8	8.0	15.4	19.9	28.2	1.3	13,639	4,753	1,545	592	261	2,147	197
Live Oak	10.3	.0042	33.8	9.4	14.8	18.8	29.4	3.4	46,703	14,781	3,359	107	300	11,941	1,111
Llano	12.7	.0051	55.7	4.8	9.2	14.7	56.4	5.5	48,328	13,913	2,890	1,580	1,734	11,063	1,404
Loving	.1	.0001	44.5	10.0	8.0	25.0	43.0	.1	227	99					
Lynn	7.8	.0032	32.8	8.9	12.5	19.4	27.8	2.5	16,071	5,651	799	531	164	6,971	404
McCulloch	9.0	.0036	41.6	6.7	12.0	16.2	41.4	3.5	43,660	14,635	2,773	3,475	3,455	11,769	799
McMullen	.8	.0003	38.1	8.7	13.0	20.8	33.8	.3	2,539	1,085	159			124	
Madison	12.2	.0050	28.7	24.5	11.0	13.9	29.2	3.6	54,848	13,327	5,881	1,844	1,582	13,570	2,345
Marion	10.7	.0043	37.7	8.6	12.5	17.7	35.6	4.2	29,119	5,087	2,175	1,092	475	8,591	2,330

TEXAS (cont.) POPULATION—12/31/87 RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
Martin	4.8	.0020	33.1	8.0	13.7	20.1	27.3	1.6	19,614	2,239	645		50	11,816	188
Mason	3.8	.0015	43.6	6.1	12.3	17.2	43.2	1.6	12,916	3,605	1,189	595	186	2,457	303
Matagorda	44.7	.0182	30.6	11.4	17.3	18.4	24.0	15.8	191,815	63,664	17,009	8,559	5,447	42,361	5,643
Maverick	39.4	.0160	25.4	10.4	15.2	17.7	17.8	9.7	177,479	50,162	6,100	18,036	8,617	23,378	4,141
Medina	26.9	.0110	33.4	8.3	14.4	18.8	28.9	9.0	125,149	29,164	6,224	5,038	2,254	63,099	1,979
Menard	2.4	.0010	41.9	6.1	12.2	16.5	41.8	.9	12,436	5,275	298			2,722	137
Milam	24.7	.0101	36.6	8.1	13.3	17.3	34.6	8.8	76,927	16,506	3,374	9,416	2,270	20,123	2,757
Mills	4.4	.0018	47.2	6.2	10.7	16.3	47.2	1.8	16,103	3,765	865	238	478	1,971	573
Mitchell	9.0	.0037	36.9	7.8	13.0	15.8	36.3	3.3	48,763	13,441	3,148	1,071	1,550	9,838	3,871
Montague	18.4	.0074	40.9	7.7	12.1	18.1	39.6	7.2	76,147	16,257	4,593	11,894	2,883	20,754	4,140
Moore	17.9	.0073	30.0	9.8	16.7	20.1	21.5	6.1	92,988	25,848	6,402	7,596	4,337	21,283	3,053
Morris	15.0	.0061	33.6	9.6	15.5	18.8	29.0	5.3	66,178	21,782	3,544	2,119	2,396	15,389	2,892
Motley	1.7	.0007	44.2	6.2	12.6	14.2	44.7	.8	3,999	1,085	93	75		1,227	282
Nacogdoches	52.8	.0215	28.9	21.4	16.2	15.7	24.4	18.9	288,144	68,021	18,841	17,642	13,844	70,498	13,904
Navarro	39.6	.0161	37.5	8.6	13.8	17.5	35.5	15.1	256,862	60,670	17,18[illegible]	15,739	9,087	62,472	6,627
Newton	14.0	.0057	33.0	8.4	14.0	18.8	28.3	4.9	33,973	12,772	1,403	1,408	261	7,485	1,592
Nolan	17.3	.0071	35.0	8.4	15.0	18.1	31.8	6.3	104,540	24,514	7,505	7,592	2,659	20,518	7,204
Ochiltree	10.1	.0041	30.6	11.3	17.9	19.3	22.9	3.5	73,878	22,305	4,997	3,778	1,317	18,631	2,861
Oldham	2.4	.0010	27.9	7.7	14.7	19.1	20.4	.7	8,017	2,107	945		112	221	333
Palo Pinto	25.8	.0105	36.1	9.0	14.3	19.4	32.2	9.8	193,249	48,814	13,945	9,030	6,211	46,746	7,651
Panola	23.5	.0096	35.3	9.4	14.4	18.9	31.5	8.3	91,815	22,185	5,774	4,861	1,941	31,411	3,368
Parmer	11.2	.0046	29.9	9.1	15.3	19.8	22.4	3.3	22,026	8,068	1,152	380	177	8,304	313
Pecos	16.7	.0068	28.4	10.5	16.0	19.7	19.7	5.0	122,090	41,714	7,750	7,600	3,967	19,866	2,334
Polk	32.9	.0134	37.7	7.8	12.8	17.5	35.9	12.3	123,090	31,128	6,587	17,915	3,101	24,969	2,285
Presidio	5.4	.0022	33.4	7.6	12.1	18.1	30.0	1.8	21,958	3,508	974	7,397	804	2,103	298
Rains	6.3	.0026	41.0	7.6	12.0	18.7	39.4	2.6	17,484	8,232	347		2,824	1,070	574
Reagan	5.1	.0021	26.9	11.2	18.7	17.0	17.9	1.5	28,621	6,454	1,572	1,199		11,569	416
Real	2.8	.0011	38.3	7.0	11.1	20.0	35.0	1.0	6,853	2,819	567			706	307
Red River	16.0	.0066	38.7	7.5	12.8	16.7	37.8	6.1	85,514	17,118	3,167	14,011	1,135	6,615	1,859
Reeves	15.5	.0063	28.1	10.2	15.5	18.5	20.8	4.8	84,861	29,453	4,710	6,531	2,065	23,718	2,933
Refugio	9.0	.0036	33.8	9.7	13.6	18.7	29.6	3.1	61,882	18,852	5,582	1,371	403	15,755	1,695
Roberts	1.2	.0005	33.6	6.7	15.3	21.2	26.7	.4	4,491	2,121	163		603		
Robertson	15.5	.0063	38.4	7.9	11.8	14.9	38.7	6.0	72,012	20,298	3,123	10,225	637	21,947	2,444
Runnels	12.1	.0049	39.3	7.7	11.8	16.7	38.5	4.7	64,601	21,344	4,251	4,329	1,066	16,845	1,706
Rusk	45.6	.0186	35.8	8.6	14.7	17.6	33.5	16.4	174,197	37,703	12,081	24,172	9,871	44,300	6,585
Sabine	10.6	.0043	41.1	8.1	10.9	17.3	40.2	4.3	30,621	8,083	1,023	1,228	1,556	7,153	1,448
San Augustine	8.7	.0036	39.2	7.7	11.4	17.9	37.5	3.3	28,601	5,918	1,240	832	1,636	10,255	1,498
San Jacinto	15.4	.0062	35.0	7.6	13.3	20.3	31.1	5.7	16,465	7,170	1,048	120	132	3,890	411
San Saba	5.6	.0022	42.0	5.8	12.2	16.1	42.0	2.4	19,003	6,083	485	426	433	6,776	260
Schleicher	2.9	.0012	32.9	9.7	15.5	19.0	27.8	1.0	7,402	3,858	373	727		1,975	
Scurry	19.5	.0080	32.5	10.8	15.1	18.7	27.6	7.0	96,682	26,959	9,878	8,090	3,978	24,021	4,587
Shackelford	4.0	.0016	36.9	8.5	14.0	17.2	35.2	1.5	13,818	5,206	932	221	204	3,503	468
Shelby	24.7	.0101	37.7	8.3	12.9	18.1	35.4	9.3	111,142	31,502	3,570	14,614	4,963	19,136	6,053
Sherman	3.0	.0012	34.6	8.3	15.0	21.9	27.5	1.1	8,956	683	346	120	165	4,909	128
Somervell	5.0	.0021	32.5	10.2	17.5	17.7	27.9	2.0	10,507	6,408	1,184	331	166	947	202
Starr	36.9	.0150	25.9	10.0	13.6	17.9	19.8	9.5	98,183	42,201	4,034	5,191	5,939	14,980	1,014
Stephens	10.6	.0043	37.0	8.5	14.2	18.2	34.4	4.3	65,179	18,296	4,804	1,774	1,203	17,939	6,966
Sterling	1.6	.0007	32.4	9.3	15.1	17.4	28.6	.4	3,955	2,477					
Stonewall	2.2	.0008	41.8	7.4	11.7	18.1	40.2	1.0	8,477	2,979	1,888		56	1,163	657
Sutton	5.7	.0024	29.5	10.0	19.3	20.1	19.3	1.7	28,253	8,215	3,619	893	341	8,765	318
Swisher	9.3	.0038	33.4	8.7	13.1	19.3	28.6	3.3	38,331	14,085	2,133	1,269	272	7,504	4,053
Terrell	1.4	.0006	34.0	7.1	16.0	20.3	28.1	.6	7,247	350	390	597	67	3,828	
Terry	14.8	.0060	31.0	9.7	14.0	19.3	25.1	5.1	68,347	19,176	3,919	4,820	1,514	20,657	4,611
Throckmorton	2.0	.0008	43.6	6.3	10.7	19.0	43.1	.9	8,681	2,354	370			3,171	237
Titus	24.5	.0100	34.3	9.4	14.9	17.8	31.1	8.9	173,216	33,613	12,808	18,843	6,127	37,540	10,529
Trinity	11.7	.0047	41.0	7.1	11.6	17.6	40.0	4.6	40,934	14,272	1,600	1,293	372	12,032	1,083
Tyler	20.9	.0085	38.2	7.5	11.9	18.6	35.7	7.7	65,934	21,080	2,297	10,911	1,119	17,931	3,266
Upshur	33.4	.0136	34.5	8.7	14.8	19.1	30.2	11.9	99,281	18,683	6,126	8,247	1,209	27,762	4,979
Upton	5.1	.0021	29.5	11.0	15.6	18.5	22.9	1.6	20,557	10,977	1,210	1,418	195	573	389
Uvalde	24.6	.0100	30.5	10.3	14.5	18.0	25.6	7.8	111,284	36,316	9,541	9,998	3,246	17,851	3,419
Val Verde	42.3	.0172	27.3	11.4	17.0	18.4	18.5	12.5	249,921	71,534	18,217	16,655	9,311	66,793	3,281
Van Zandt	41.0	.0167	39.1	7.2	12.6	20.1	36.0	15.2	110,217	28,707	4,760	2,988	1,353	28,463	9,838
Walker	54.7	.0223	30.7	20.7	22.0	19.9	19.6	16.6	271,769	65,278	34,869	26,489	7,958	64,914	7,734
Ward	14.9	.0060	30.2	10.1	16.3	19.4	22.8	4.9	72,444	25,133	5,661	6,665	3,339	14,813	2,137
Washington	25.2	.0102	36.5	11.1	13.7	16.8	35.0	8.9	230,348	64,521	9,567	18,879	8,004	55,280	10,964
Wharton	42.4	.0172	32.6	10.3	15.3	18.1	28.2	14.9	236,469	62,680	15,509	18,579	10,415	75,141	6,615

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TEXAS (cont.)

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Wheeler	7.7	.0032	37.7	8.2	13.0	18.6	35.0	3.0	46,194	15,258	4,093	2,257	1,344	8,891	1,428
Wilbarger	16.6	.0068	37.9	8.7	13.7	16.8	36.7	6.2	91,798	29,854	9,887	11,016	2,946	16,462	3,475
Willacy	18.5	.0075	27.8	10.0	14.6	16.2	23.3	4.9	58,549	21,542	1,851	2,468	3,531	16,524	1,640
Wilson	20.1	.0082	33.0	8.7	14.9	19.2	27.8	6.7	70,945	27,098	2,289	4,039	1,120	20,404	1,154
Winkler	10.0	.0040	30.8	10.2	15.2	19.0	24.6	3.3	64,334	12,586	3,194	4,070	3,604	20,620	2,456
Wise	35.6	.0145	35.1	8.7	14.7	21.5	28.8	12.7	188,189	43,029	4,013	17,418	1,475	78,021	3,414
Wood	30.4	.0124	39.7	8.8	12.4	17.9	38.2	11.4	120,436	36,529	6,335	13,009	2,949	26,381	4,626
Yoakum	10.3	.0042	29.2	10.4	17.1	19.4	20.7	3.5	36,903	15,141	968	2,053	521	9,210	490
Young	20.3	.0083	37.5	8.6	14.3	18.2	35.0	8.0	99,981	27,331	7,216	15,143	4,435	22,826	2,343
Zapata	8.6	.0035	33.1	8.3	12.2	15.2	32.5	2.7	23,555	11,013	2,170	560	310	2,793	283
Zavala	12.1	.0049	26.7	9.8	14.9	15.7	22.0	3.2	26,000	12,767	2,403	614	1,113	2,433	797
TOTAL METRO COUNTIES	**13,600.3**	**5.5370**	**30.0**	**12.3**	**19.5**	**20.0**	**20.3**	**4,836.5**	**91,067,987**	**20,130,160**	**9,017,123**	**11,177,472**	**4,772,821**	**20,205,196**	**2,309,460**
TOTAL STATE	**16,888.0**	**6.8756**	**30.7**	**11.8**	**18.4**	**19.7**	**22.4**	**6,000.9**	**106,552,885**	**24,473,398**	**10,071,669**	**12,420,778**	**5,257,484**	**23,881,687**	**2,839,812**

TEXAS

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ABILENE	**1,362,925**	**20,901**	**27.0**	**27.8**	**13.8**	**10.6**	**.0528**
Taylor	1,362,925	20,901	27.0	27.8	13.8	10.6	.0528
• Abilene	1,238,101	20,941	27.2	28.1	13.8	10.5	.0487
SUBURBAN TOTAL	124,824	20,500	24.8	25.5	13.9	11.7	.0041
AMARILLO	**2,509,236**	**25,086**	**22.4**	**28.6**	**17.3**	**14.8**	**.0834**
Potter	1,154,305	21,078	26.0	28.9	14.2	9.5	.0468
• Amarillo	2,072,994	24,085	23.5	28.6	16.4	13.7	.0736
Randall	1,354,931	30,456	18.2	28.3	21.0	21.0	.0366
SUBURBAN TOTAL	436,242	31,067	16.5	28.1	22.7	20.8	.0098

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
AUSTIN	**9,810,618**	**24,869**	**22.1**	**25.0**	**16.5**	**17.9**	**.3077**
Hays	609,146	20,943	25.0	23.6	13.5	15.1	.0195
Travis	7,828,857	24,631	22.6	24.7	16.0	18.3	.2486
• Austin	6,420,074	22,958	23.8	25.5	15.2	15.6	.2185
Williamson	1,372,605	28,699	18.3	25.9	21.2	17.4	.0396
SUBURBAN TOTAL	3,390,544	30,352	18.3	23.7	19.5	23.1	.0892
BEAUMONT - PORT ARTHUR	**4,731,925**	**28,114**	**18.0**	**24.9**	**20.4**	**17.8**	**.1547**
Hardin	478,147	27,052	17.3	28.9	20.7	12.7	.0147
Jefferson	3,152,579	26,675	19.0	24.9	19.3	16.7	.1066

AUSTIN HAS YOUR NUMBER.

With a circulation of more than 211,000 the Austin American-Statesman reaches 81% of the 561,900 area adults with a Sunday issue.

	% OF TOTAL POPULATION	% OF MARKET REACHED
• $50,000+ household income	23%	89%
• Professionals and managers	26%	86%
• College graduates	32%	87%
• 18-34 year olds	51%	77%

For full details about the Austin market contact Roy Gordon, National Advertising Manager at (512) 445-3745.

Austin American-Statesman

Represented nationally by Sawyer-Ferguson-Walker
Sources: ABC Publisher's Statement, March 1988
1988 Scarborough Market Report

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TEXAS (cont.) EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
• Beaumont	1,488,014	24,462	20.5	23.5	17.3	16.6	.0558
• Port Arthur	697,380	22,828	19.8	26.1	16.9	12.4	.0240
Orange	1,101,199	33,869	15.1	22.9	23.8	24.1	.0334
SUBURBAN TOTAL	2,546,531	31,866	15.8	25.4	23.6	20.4	.0749
BRAZORIA	**2,748,806**	**35,310**	**13.6**	**24.1**	**26.0**	**24.7**	**.0798**
Brazoria	2,748,806	35,310	13.6	24.1	26.0	24.7	.0798
SUBURBAN TOTAL	2,748,806	35,310	13.6	24.1	26.0	24.7	.0798
BROWNSVILLE - HARLINGEN	**1,889,268**	**17,585**	**27.8**	**24.6**	**10.8**	**9.0**	**.0778**
Cameron	1,889,268	17,588	27.8	24.6	10.8	9.0	.0778
• Brownsville	724,015	17,546	27.1	24.3	10.8	9.3	.0336
• Harlingen	463,242	18,155	28.1	25.2	11.2	9.2	.0210
SUBURBAN TOTAL	702,011	17,278	28.4	24.4	10.6	8.5	.0232
BRYAN - COLLEGE STATION	**1,490,116**	**21,299**	**24.1**	**22.2**	**13.9**	**16.2**	**.0496**
Brazos	1,490,116	21,299	24.1	22.2	13.9	16.2	.0496
• Bryan	822,485	23,598	23.1	24.7	15.1	17.2	.0279
• College Station	526,114	16,968	26.2	18.2	11.2	14.0	.0182
SUBURBAN TOTAL	141,517	26,530	21.4	23.4	18.7	19.3	.0035
CORPUS CHRISTI	**3,735,417**	**22,859**	**23.4**	**26.7**	**16.7**	**12.4**	**.1338**
Nueces	3,165,147	22,939	23.5	26.6	16.8	12.6	.1141
• Corpus Christi	2,904,890	23,281	23.4	26.9	17.0	12.7	1048
San Patricio	570,270	22,441	22.8	27.0	16.3	11.5	.0197
SUBURBAN TOTAL	830,527	21,515	23.2	25.9	15.5	11.7	.0290
DALLAS	**35,219,139**	**28,900**	**19.6**	**26.0**	**18.4**	**21.8**	**1.0952**
Collin	3,347,216	39,515	12.7	20.3	21.3	35.7	.0970
Plano	1,838,484	47,403	8.3	17.7	23.7	45.5	.0540
Dallas	26,914,884	27,787	20.6	27.1	17.7	20.3	.8585
Carrollton	991,494	38,932	12.0	25.3	25.5	31.5	.0279
• Dallas	14,818,816	23,809	23.8	26.5	14.3	17.5	.4880
Garland	2,468,763	34,905	14.0	29.1	26.4	23.4	.0709
Grand Prairie	1,197,834	30,012	18.0	29.9	21.4	18.9	.0345
• Irving	1,957,410	30,822	18.9	30.4	21.0	20.9	.0627
Mesquite	1,110,161	33,729	15.0	29.6	25.6	21.7	.0385
Richardson	1,459,516	44,351	10.7	19.8	24.4	40.0	.0465
Denton	3,149,P23	33,467	16.5	23.2	21.6	25.9	.0861
• Denton	751,318	22,732	23.2	23.5	14.0	17.6	.0263
Ellis	863,537	26,024	19.6	25.6	19.1	15.6	.0257
Kaufman	551,951	22,548	21.9	24.0	16.8	14.0	.0177
Rockwall	391,728	32,507	14.5	24.7	20.2	25.7	.0102
SUBURBAN TOTAL	17,691,595	34,255	15.3	25.3	22.3	26.4	.5182
DALLAS - FORT WORTH CONSOLIDATED AREA	***52,271,840***	***28,799***	***19.7***	***26.2***	***18.6***	***21.2***	***1.6270***
EL PASO	**4,849,530**	**20,058**	**28.0**	**26.2**	**13.2**	**10.8**	**.1732**
El Paso	4,849,530	20,058	28.0	26.2	13.2	10.8	.1732
• El Paso	4,342,988	20,335	27.3	26.0	13.6	11.1	.1578
SUBURBAN TOTAL	506,542	18,105	35.0	26.4	9.9	8.2	.0154
FORT WORTH - ARLINGTON	**17,052,701**	**28,625**	**19.7**	**26.9**	**19.1**	**19.9**	**.5318**
Johnson	1,075,656	27,238	19.8	27.7	20.7	14.8	.0337
Parker	686,554	25,273	20.6	27.0	18.9	14.0	.0199
Tarrant	15,290,491	28,894	19.6	26.7	19.1	20.6	.4782
• Arlington	3,779,726	32,825	17.1	26.9	21.2	24.8	.1152
• Fort Worth	5,700,923	23,337	23.7	26.6	15.1	15.4	.1950

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	7,572,052	31,370	17.3	27.2	21.6	21.5	.2216
GALVESTON - TEXAS CITY	**2,705,724**	**27,061**	**20.3**	**25.2**	**20.1**	**17.1**	**.0874**
Galveston	2,705,724	27,061	20.3	25.2	20.1	17.1	.0874
• Galveston	724,800	20,126	25.3	24.0	14.8	11.5	.0256
• Texas City	514,412	29,545	19.2	26.5	23.4	16.3	.0176
SUBURBAN TOTAL	1,466,512	30,996	17.6	25.4	22.2	21.0	.0442
HOUSTON	**43,508,099**	**28,575**	**19.5**	**26.8**	**19.8**	**19.3**	**1.3850**
Fort Bend	2,763,146	34,429	14.2	25.6	25.7	23.3	.0733
Harris	37,783,957	28,193	20.0	26.7	19.4	19.3	1.2203
• Baytown	772,307	29,410	17.9	26.6	22.3	17.4	.0263
• Houston	22,881,600	25,056	22.9	27.2	16.6	16.4	.7936
Pasadena	1,474,410	29,486	18.8	31.0	21.9	16.9	.0488
Liberty	605,328	24,425	18.8	27.1	18.1	12.8	.0200
Montgomery	2,138,140	30,000	17.4	27.4	21.9	18.8	.0607
Waller	217,528	22,877	19.7	26.2	16.1	13.0	.0107
SUBURBAN TOTAL	19,854,192	33,513	15.1	25.9	24.1	23.4	.5651
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***48,962,629***	***28,859***	***19.3***	***26.6***	***20.1***	***19.4***	***1.5522***
KILLEEN - TEMPLE	**2,495,462**	**20,203**	**29.8**	**27.0**	**13.2**	**10.3**	**.0818**
Bell	1,772,859	19,362	30.2	26.2	12.9	9.4	.0627
• Killeen	564,093	17,798	36.9	25.9	11.6	6.4	.0234
• Temple	538,423	20,627	25.1	26.3	14.3	10.8	.0205
Coryell	722,623	22,995	28.5	30.2	14.0	13.2	.0191
SUBURBAN TOTAL	1,392,966	21,674	27.8	28.0	13.6	12.4	.0379
LAREDO	**748,877**	**15,390**	**27.5**	**22.0**	**10.0**	**7.5**	**.0420**
Webb	748,877	15,390	27.5	22.0	10.0	7.5	.0420
• Laredo	672,637	14,809	28.5	21.8	9.3	6.5	.0402
SUBURBAN TOTAL	76,240	37,000	8.2	26.4	24.8	28.3	.0018
LONGVIEW - MARSHALL	**1,877,626**	**23,440**	**21.2**	**27.5**	**16.6**	**12.8**	**.0690**
Gregg	1,281,543	23,713	21.6	28.0	16.5	12.9	.0495
• Longview	866,502	24,523	21.5	29.1	16.3	13.8	.0351
Harrison	596,083	22,891	20.4	26.3	16.7	12.6	.0195
• Marshall	254,487	20,180	22.3	24.2	14.2	11.9	.0103
SUBURBAN TOTAL	756,637	23,351	20.6	26.6	17.7	12.1	.0236
LUBBOCK	**2,395,147**	**21,477**	**25.9**	**27.2**	**14.8**	**11.4**	**.0859**
Lubbock	2,395,147	21,477	25.9	27.2	14.8	11.4	.0859
• Lubbock	2,038,202	21,504	25.8	26.7	14.9	11.8	.0752
SUBURBAN TOTAL	356,945	21,343	26.9	29.4	14.6	9.5	.0107
McALLEN - EDINBURG - MISSION	**2,295,199**	**15,460**	**29.9**	**22.2**	**9.3**	**6.9**	**.1013**
Hidalgo	2,295,199	15,460	29.9	22.2	9.3	6.9	.1013
• Edinburg	217,611	16,695	26.1	25.1	10.3	7.1	.0094
• McAllen	726,886	19,419	26.7	25.1	12.5	11.1	.0374
• Mission	203,958	15,803	32.1	22.6	9.2	6.9	.0083
SUBURBAN TOTAL	1,146,744	13,993	31.5	20.3	7.7	5.0	.0462
MIDLAND	**1,734,604**	**29,237**	**18.9**	**27.0**	**18.1**	**22.4**	**.0579**
Midland	1,734,604	29,237	18.9	27.0	18.1	22.4	.0579
• Midland	1,574,378	29,307	18.8	26.5	17.9	22.9	.0530
SUBURBAN TOTAL	160,226	28,755	19.5	32.3	19.4	18.0	.0049
ODESSA	**1,761,622**	**28,254**	**19.6**	**27.9**	**19.4**	**18.3**	**.0654**
Ector	1,761,622	28,254	19.6	27.9	19.4	18.3	.0654

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TEXAS (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Odessa	1,406,867	28,423	19.2	27.0	19.6	18.8	.0554
SUBURBAN TOTAL	354,755	27,740	21.2	31.2	18.6	16.3	.0100
SAN ANGELO	**1,174,606**	**22,747**	**24.6**	**26.1**	**15.3**	**14.5**	**.0421**
Tom Green	1,174,606	22,747	24.6	26.1	15.3	14.5	.0421
• San Angelo	1,020,803	22,286	25.0	26.2	15.1	13.8	.0384
SUBURBAN TOTAL	153,803	27,054	21.2	25.7	17.1	20.4	.0037
SAN ANTONIO	**13,630,757**	**22,879**	**23.8**	**26.8**	**15.5**	**13.9**	**.4554**
Bexar	12,382,209	22,742	23.8	26.9	15.3	13.9	.4191
• San Antonio	9,438,638	21,026	25.4	26.7	13.9	11.6	.3440
Comal	625,998	24,780	24.4	26.0	18.1	15.6	.0181
Guadalupe	622,550	24,096	21.5	28.1	17.2	12.8	.0182
SUBURBAN TOTAL	4,192,119	30,251	18.6	27.3	20.6	21.0	.1114
SHERMAN - DENISON	**1,142,813**	**22,719**	**23.6**	**27.1**	**16.4**	**12.4**	**.0375**
Grayson	1,142,813	22,719	23.6	27.1	16.4	12.4	.0375
• Denison	282,279	21,737	22.8	27.3	15.4	11.1	.0101
• Sherman	395,186	23,450	24.4	29.0	16.4	12.5	.0153
SUBURBAN TOTAL	465,348	22,734	23.3	25.6	16.9	13.3	.0121
TEXARKANA	**1,236,537**	**20,577**	**23.8**	**26.2**	**14.7**	**10.3**	**.0448**
Bowie	819,465	20,034	24.4	26.2	14.3	9.5	.0314
• Texarkana	337,524	18,138	25.9	24.3	12.0	9.1	.0170
Miller, Ark.	*417,072*	*21,925*	*22.4*	*25.8*	*15.8*	*12.0*	*.0134*
• *Texarkana*	*247,835*	*20,950*	*23.4*	*24.9*	*16.1*	*11.0*	*.0093*
SUBURBAN TOTAL	651,178	22,078	22.7	27.6	15.9	10.7	.0185
TYLER	**1,920,976**	**25,338**	**21.0**	**26.8**	**16.8**	**16.7**	**.0628**
Smith	1,920,976	25,338	21.0	26.8	16.8	16.7	.0628
• Tyler	1,000,595	24,773	22.1	26.6	15.7	17.2	.0397
SUBURBAN TOTAL	920,381	26,012	19.8	26.9	18.0	16.1	.0231
VICTORIA	**846,274**	**25,485**	**21.1**	**27.5**	**19.8**	**13.5**	**.0309**
Victoria	846,274	25,485	21.1	27.5	19.8	13.5	.0309
• Victoria	630,631	24,213	22.7	26.3	19.4	12.8	.0258
SUBURBAN TOTAL	215,643	28,992	16.1	30.7	21.2	15.7	.0051
WACO	**1,994,021**	**20,382**	**24.6**	**25.4**	**14.1**	**11.3**	**.0690**
McLennan	1,994,021	20,382	24.6	25.4	14.1	11.3	.0690
• Waco	1,097,102	17,861	27.6	24.3	11.1	9.7	.0435
SUBURBAN TOTAL	896,919	24,510	20.4	27.2	18.1	13.5	.0255
WICHITA FALLS	**1,416,925**	**21,350**	**25.4**	**27.4**	**14.7**	**11.2**	**.0516**
Wichita	1,416,925	21,350	25.4	27.4	14.7	11.2	.0516
• Wichita Falls	1,119,460	20,722	26.3	27.1	13.6	11.1	.0425
SUBURBAN TOTAL	297,465	24,160	22.3	28.4	19.1	11.5	.0091
OTHER COUNTIES							
Anderson	423,587	19,445	22.0	25.0	14.0	10.0	.0156
Andrews	187,657	28,403	21.2	26.8	21.3	17.2	.0059
Angelina	703,957	21,657	22.3	27.6	15.8	10.2	.0254
Aransas	204,306	20,654	26.6	25.0	14.1	12.6	.0065
Archer	77,374	19,260	27.0	29.2	10.1	6.8	.0024
Armstrong	31,157	28,727	22.4	21.5	19.3	22.4	.0009
Atascosa	257,879	18,986	24.4	26.5	12.8	8.7	.0083
Austin	265,659	23,593	19.6	21.2	17.1	18.2	.0084
Bailey	58,583	14,235	32.6	21.1	5.7	7.4	.0021
Bandera	105,320	20,686	26.0	25.4	14.2	12.3	.0030
Bastrop	372,880	19,543	24.9	24.0	14.5	10.6	.0113
Baylor	44,380	17,220	27.3	24.0	12.7	7.1	.0019
Bee	244,840	19,203	26.8	25.2	12.0	10.8	.0086
Blanco	71,826	18,968	28.2	25.4	11.8	10.3	.0020
Borden	5,687	12,727	30.7	15.4	9.3	5.0	.0002
Bosque	163,763	19,336	25.4	23.9	14.2	10.5	.0048
Brewster	67,125	16,671	26.9	24.8	10.9	6.0	.0024
Briscoe	18,297	12,286	30.4	17.9	7.3	3.8	.0007
Brooks	54,715	13,467	29.0	17.2	10.7	3.9	.0023
Brown	376,616	18,915	27.3	25.1	12.5	10.2	.0132
Burleson	126,618	17,524	22.2	25.9	11.4	8.1	.0047
Burnet	279,784	19,096	29.7	25.1	13.3	9.7	.0096
Caldwell	222,766	16,230	27.8	23.1	10.8	7.2	.0079
Calhoun	234,483	25,379	20.8	27.9	17.2	13.5	.0075
Callahan	111,498	17,727	25.6	27.4	11.4	5.9	.0035
Camp	114,801	21,088	21.0	25.6	14.3	12.1	.0036
Carson	87,466	29,100	18.7	27.3	19.9	19.3	.0022
Cass	303,190	20,357	21.7	24.6	15.1	11.0	.0092
Castro	66,354	14,717	32.7	23.2	6.7	5.9	.0024
Chambers	238,269	25,784	19.6	25.3	20.3	13.4	.0069
Cherokee	383,633	17,120	24.9	23.8	11.8	8.3	.0130
Childress	51,537	14,027	31.0	21.9	8.0	4.9	.0020
Clay	115,471	20,573	23.3	25.8	14.3	11.0	.0036
Cochran	37,714	15,404	31.8	21.3	8.3	7.4	.0013
Coke	34,854	17,828	27.1	21.0	15.3	9.2	.0011
Coleman	96,795	16,748	26.6	25.2	10.4	6.8	.0031
Collingsworth	43,703	16,763	24.8	22.1	9.5	12.7	.0014
Colorado	184,542	16,783	23.2	23.3	11.4	8.9	.0067
Comanche	120,412	15,444	28.2	19.8	9.6	9.4	.0040
Concho	25,695	15,481	29.2	24.2	7.9	7.2	.0008
Cooke	303,036	20,633	25.3	29.4	13.1	9.0	.0104
Cottle	26,214	15,000	28.8	16.6	8.3	12.1	.0009
Crane	54,684	27,452	21.6	26.7	22.5	12.8	.0019
Crockett	46,678	21,694	22.6	28.6	12.3	12.9	.0020
Crosby	53,797	12,987	33.4	16.3	6.6	5.7	.0018
Culberson	20,352	14,931	33.7	24.0	9.3	3.3	.0016

Largest Circulation Daily and Sunday
in San Antonio and South Texas!

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SUNDAY
265,201
40,834 lead over Light

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TEXAS (cont.)

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Dallam	52,618	15,855	30.3	26.9	7.5	4.9	.0019
Dawson	139,657	18,574	27.1	25.7	11.9	9.0	.0052
Deaf Smith	154,766	17,562	32.0	27.6	8.8	6.8	.0056
Delta	41,844	16,610	24.9	24.0	10.2	9.2	.0013
De Witt	189,990	17,566	23.8	21.7	12.3	10.9	.0069
Dickens	22,787	11,797	31.3	18.3	5.8	3.8	.0009
Dimmit	66,629	13,132	29.3	19.1	7.7	4.8	.0026
Donley	34,547	14,152	27.4	22.4	6.9	6.6	.0015
Duval	93,236	15,835	22.8	23.2	11.4	7.4	.0033
Eastland	173,081	14,950	29.0	23.1	8.5	5.6	.0063
Edwards	16,258	15,143	37.5	20.9	7.4	7.0	.0006
Erath	278,760	17,649	25.9	24.6	10.1	10.2	.0088
Falls	166,502	14,937	25.9	19.0	10.9	8.4	.0053
Fannin	232,167	16,757	25.5	25.5	9.9	6.8	.0074
Fayette	235,374	19,306	22.9	20.2	15.3	13.3	.0083
Fisher	51,355	17,474	25.8	27.3	8.6	7.8	.0016
Floyd	58,292	14,053	31.2	20.1	8.0	5.3	.0021
Foard	16,952	11,972	30.5	14.7	5.4	6.8	.0007
Franklin	83,744	18,508	25.1	25.1	13.1	9.1	.0026
Freestone	181,704	18,450	21.8	20.6	13.7	12.8	.0052
Frio	86,836	13,877	31.9	19.5	9.1	4.3	.0033
Gaines	124,037	18,224	27.4	24.6	11.8	10.2	.0042
Garza	49,441	18,475	28.4	23.6	12.7	10.3	.0016
Gillespie	161,217	18,240	29.4	28.3	10.2	7.1	.0062
Glasscock	8,892	14,643	32.7	19.0	5.8	9.5	.0002
Goliad	56,269	21,472	22.9	24.2	16.2	12.4	.0018
Gonzales	157,476	16,699	25.9	22.7	10.0	10.0	.0060
Gray	298,237	22,622	22.1	29.5	15.3	11.2	.0107
Grimes	145,086	16,669	23.1	23.0	11.4	8.7	.0057
Hale	283,522	16,505	29.8	24.2	9.5	6.8	.0108
Hall	30,307	10,304	28.3	15.3	3.2	4.3	.0011
Hamilton	86,721	15,837	27.6	22.9	10.6	6.5	.0027
Hansford	66,223	21,150	25.1	27.8	14.5	9.8	.0022
Hardeman	61,779	17,843	25.2	25.3	12.4	8.1	.0018
Hartley	41,895	23,591	24.4	30.0	12.1	14.8	.0014
Haskell	53,829	13,086	28.0	19.5	6.0	7.0	.0021
Hemphill	51,706	21,273	26.6	32.6	11.8	8.4	.0018
Henderson	636,191	19,643	25.7	26.8	12.8	9.6	.0181
Hill	247,254	16,077	27.2	23.1	10.3	7.7	.0088
Hockley	207,091	19,727	23.6	28.4	13.1	8.0	.0073
Hood	410,000	27,965	20.6	24.6	19.8	19.2	.0112
Hopkins	291,242	18,508	27.9	25.1	11.9	9.1	.0099
Houston	223,632	15,853	24.9	19.8	10.7	10.6	.0073
Howard	361,581	19,598	25.4	26.6	13.2	9.4	.0139
Hudspeth	20,837	15,121	36.3	21.2	6.4	7.0	.0006
Hunt	756,878	22,432	22.3	25.3	15.5	13.8	.0236
Hutchinson	370,070	30,692	17.3	26.7	22.7	18.9	.0113
Irion	15,735	22,700	21.4	27.2	14.0	15.0	.0004
Jack	70,690	17,814	27.0	28.0	9.8	7.2	.0022
Jackson	127,999	20,361	23.6	27.5	12.9	10.5	.0044
Jasper	339,542	21,304	22.1	25.6	16.5	10.4	.0114
Jeff Davis	13,700	14,600	35.0	20.5	7.0	6.0	.0005
Jim Hogg	35,589	13,205	24.4	23.8	5.8	5.6	.0019
Jim Wells	277,614	15,915	26.1	26.0	8.5	5.9	.0121
Jones	165,775	16,826	25.5	24.8	9.3	8.6	.0056
Karnes	108,236	16,832	24.1	23.0	11.7	9.1	.0043
Kendall	167,448	22,400	23.3	23.2	16.1	15.1	.0057
Kenedy	7,613	13,800	30.5	19.0	6.5	8.5	.0002
Kent	8,477	14,500	29.7	21.2	11.3	4.8	.0004
Kerr	478,776	22,479	25.2	29.0	13.9	12.7	.0145
Kimble	35,335	17,059	25.9	29.7	9.3	5.2	.0015
King	4,095	16,000	39.5	29.5	5.5	2.0	.0002
Kinney	15,334	14,367	34.3	18.4	8.8	3.9	.0005
Kleberg	275,298	17,652	26.4	23.3	12.5	8.9	.0106
Knox	38,728	12,140	24.0	18.9	7.9	6.1	.0013
Lamar	461,379	19,455	24.3	24.9	12.7	11.2	.0159

EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Lamb	124,711	14,573	32.8	21.3	8.2	5.2	.0046
Lampasas	134,160	17,113	30.1	23.6	10.0	8.9	.0043
La Salle	37,751	13,060	26.5	17.1	9.4	5.3	.0013
Lavaca	188,835	18,146	22.4	23.7	13.1	9.7	.0065
Lee	108,899	15,981	24.7	22.6	12.5	6.4	.0054
Leon	122,152	14,430	21.9	21.7	9.2	9.2	.0043
Limestone	199,643	15,175	25.2	21.9	8.9	8.6	.0067
Lipscomb	39,784	22,083	23.9	26.7	13.1	15.1	.0012
Live Oak	78,562	16,707	27.6	25.2	9.6	7.5	.0030
Llano	140,185	16,582	32.0	22.0	10.1	8.3	.0041
Loving	2,378	8,900		10.0	3.0	3.0	.0000
Lynn	48,475	13,859	30.4	21.1	7.9	4.4	.0017
McCulloch	75,731	13,904	30.5	18.7	6.3	8.4	.0029
McMullen	9,645	23,111	28.3	28.1	20.0	9.0	.0004
Madison	113,883	18,622	23.0	20.6	13.5	13.2	.0037
Marion	86,930	15,078	23.4	26.1	9.3	4.8	.0028
Martin	45,744	19,958	25.7	26.4	10.4	13.1	.0015
Mason	31,002	13,630	30.1	19.0	8.4	4.9	.0010
Matagorda	587,176	31,853	16.0	22.5	23.4	20.8	.0167
Maverick	177,379	12,799	32.9	20.1	5.6	2.9	.0093
Medina	232,350	18,749	27.5	26.3	12.0	8.9	.0083
Menard	14,473	11,459	32.5	16.0	5.0	2.3	.0007
Milam	227,648	18,045	21.1	20.2	16.4	10.2	.0070
Mills	42,270	17,075	28.8	25.3	10.3	6.5	.0014
Mitchell	80,569	16,082	25.7	20.9	9.9	9.7	.0029
Montague	154,105	15,401	29.7	24.0	9.1	4.8	.0054
Moore	180,138	24,092	23.1	34.7	17.2	9.1	.0061
Morris	131,744	20,303	20.7	28.2	16.2	6.2	.0046
Motley	13,706	10,811	28.8	14.6	6.9	3.5	.0005
Nacogdoches	506,211	17,498	26.6	23.6	10.7	10.1	.0178
Navarro	388,731	17,167	26.5	23.3	11.7	9.1	.0143
Newton	130,020	20,259	21.7	23.5	17.0	9.9	.0037
Nolan	171,123	19,504	25.5	26.0	13.1	9.8	.0062
Ochiltree	110,661	25,484	24.0	32.2	18.5	11.2	.0039
Oldham	15,599	15,714	38.3	22.4	7.9	7.3	.0006
Palo Pinto	255,781	18,149	27.8	26.4	10.5	8.3	.0098
Panola	227,437	21,152	22.2	27.0	16.4	8.7	.0074
Parmer	67,059	15,491	34.8	22.1	7.7	5.1	.0025
Pecos	137,213	22,108	25.8	29.9	17.3	7.7	.0058
Polk	287,625	15,549	29.0	20.9	10.4	7.9	.0096
Presidio	27,591	10,113	27.7	15.3	4.7	2.6	.0012
Rains	64,288	16,638	24.7	27.3	7.9	7.1	.0018
Reagan	45,340	23,844	24.4	33.7	15.3	10.0	.0017
Real	16,698	11,000	31.4	15.4	4.2	4.2	.0006
Red River	119,931	12,925	29.2	18.9	6.8	4.8	.0048
Reeves	119,057	17,907	25.6	26.3	10.1	8.8	.0048
Refugio	89,560	20,966	21.7	26.9	11.9	13.0	.0033
Roberts	11,842	21,300	26.7	27.8	10.9	14.8	.0004
Robertson	132,161	14,305	22.6	20.4	10.5	6.7	.0047
Runnels	108,410	16,578	27.2	25.2	9.8	6.5	.0039
Rusk	503,650	23,655	20.4	26.8	15.7	14.4	.0150
Sabine	96,135	14,975	26.0	21.9	10.3	5.6	.0029
San Augustine	76,171	15,122	27.0	21.1	8.4	8.5	.0026
San Jacinto	140,123	17,629	23.6	22.8	12.8	9.6	.0037
San Saba	54,885	15,095	29.1	20.9	8.4	7.8	.0016
Schleicher	27,619	19,360	26.2	26.4	13.3	8.7	.0008
Scurry	221,223	23,462	23.9	28.5	13.6	14.9	.0069
Shackelford	42,564	19,242	25.2	25.6	11.3	11.5	.0014
Shelby	211,393	15,293	22.8	22.2	10.6	6.8	.0074
Sherman	45,308	22,700	27.1	25.9	17.4	12.8	.0011
Somervell	55,561	21,784	23.2	27.8	14.4	11.0	.0015
Starr	160,104	11,006	27.2	17.3	4.8	4.5	.0074
Stephens	105,489	17,714	27.0	26.2	11.2	7.3	.0037
Sterling	9,998	15,000	30.3	21.5	10.3	6.5	.0004
Stonewall	24,797	18,280	27.6	24.8	12.8	8.5	.0007
Sutton	48,369	20,268	25.8	31.2	12.5	7.0	.0018

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TEXAS (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA **County** City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Swisher	64,059	14,048	32.0	21.2	5.9	5.6	.0025
Terrell	19,154	22,444	18.0	23.1	13.7	16.5	.0005
Terry	135,015	19,608	25.3	27.3	11.9	9.9	.0046
Throckmorton	14,370	10,211	27.3	14.7	4.1	4.8	.0006
Titus	262,755	22,718	20.2	26.4	16.3	12.8	.0095
Trinity	103,744	15,202	23.7	23.4	10.0	6.9	.0034
Tyler	189,118	17,155	24.9	24.9	11.4	7.9	.0059
Upshur	335,614	22,199	22.1	27.8	15.9	10.5	.0099
Upton	45,695	21,207	24.3	24.7	14.4	13.5	.0015
Uvalde	178,374	15,799	30.4	22.7	9.9	6.4	.0070
Val Verde	320,072	17,217	30.8	24.6	9.9	8.0	.0133
Van Zandt	391,402	18,625	26.2	24.9	14.0	8.4	.0116
Walker	588,489	21,010	21.7	22.7	14.4	14.6	.0189
Ward	141,024	23,279	21.9	28.5	16.7	11.4	.0048
Washington	291,609	21,959	21.3	23.6	16.0	14.0	.0110

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Wharton	401,931	20,475	21.6	26.0	15.0	9.9	.0144
Wheeler	79,574	17,309	24.8	24.1	10.7	9.5	.0027
Wilbarger	165,745	16,993	25.0	22.1	11.9	9.9	.0057
Willacy	97,712	12,328	29.5	17.4	6.5	5.6	.0042
Wilson	166,008	18,592	25.7	27.2	11.2	8.1	.0056
Winkler	90,284	23,343	19.6	31.3	16.5	9.2	.0035
Wise	404,359	24,864	21.2	26.5	16.7	15.6	.0128
Wood	299,846	18,576	25.4	25.0	13.8	8.5	.0096
Yoakum	116,690	27,683	17.4	29.8	22.7	12.8	.0033
Young	242,890	19,361	26.0	25.3	11.4	11.8	.0074
Zapata	50,068	12,477	30.2	18.3	6.5	4.7	.0020
Zavala	65,825	14,126	33.4	19.2	7.4	5.9	.0024
TOTAL METRO COUNTIES	**167,867,898**	**25,934**	**21.5**	**26.2**	**17.6**	**17.4**	**5.4962**
TOTAL STATE	**198,762,908**	**24,341**	**22.2**	**26.0**	**16.6**	**15.9**	**6.5471**

Utah

S&MM ESTIMATES

POPULATION—12/31/87

METRO AREA **County** City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
PROVO - OREM	**254.1**	**.1034**	**23.1**	**19.1**	**16.7**	**13.5**	**14.5**	**68.8**
Utah	254.1	.1034	23.1	19.1	16.7	13.5	14.5	68.8
• Orem	62.2	.0253	22.4	12.5	18.6	14.5	12.3	16.9
• Provo	79.2	.0322	22.8	36.5	16.5	8.9	13.4	21.6
SUBURBAN TOTAL	112.7	.0459	24.2	10.4	15.9	16.2	16.7	30.3
SALT LAKE CITY - OGDEN	**1,056.4**	**.4301**	**27.4**	**11.4**	**18.8**	**17.8**	**18.1**	**340.9**
Davis	182.8	.0744	25.2	10.7	17.0	19.4	13.9	50.9
Salt Lake	712.2	.2900	27.7	11.5	19.6	17.5	18.2	235.4
• Salt Lake City	165.1	.0672	31.5	14.1	20.6	14.0	28.7	70.5
Sandy	67.2	.0274	24.1	6.4	25.1	17.9	6.2	17.3
Weber	161.4	.0657	28.6	11.8	16.7	17.4	22.0	54.6
• Ogden	69.9	.0285	30.2	14.0	16.5	14.5	27.7	26.8
SUBURBAN TOTAL	821.4	.3344	26.3	10.6	18.5	18.8	15.2	243.6
OTHER COUNTIES								
Beaver	5.3	.0021	31.8	7.8	13.1	15.5	30.2	1.7
Box Elder	37.7	.0154	27.6	9.1	14.3	18.3	21.1	11.0

RETAIL SALES BY STORE GROUP—1987

METRO AREA **County** City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**888,648**	**229,268**	**55,617**	**119,282**	**44,543**	**168,082**	**32,161**
Utah	888,648	229,268	55,617	119,282	44,543	168,082	32,161
• Orem	326,571	68,923	17,099	73,778	16,934	43,917	10,827
• Provo	305,994	67,930	20,160	20,512	21,866	81,074	13,500
SUBURBAN TOTAL	256,083	92,415	18,358	24,992	5,743	43,091	7,834
SALT LAKE CITY - OGDEN	**5,513,568**	**1,255,965**	**437,369**	**765,914**	**384,223**	**1,071,067**	**113,994**
Davis	719,667	187,505	35,498	80,387	54,361	198,101	8,083
Salt Lake	3,888,998	868,736	334,075	536,078	287,560	672,707	82,262
• Salt Lake City	1,526,431	266,766	172,429	159,217	139,793	264,182	34,175
Sandy	171,393	63,707	13,657	19,507	4,716	12,447	1,668
Weber	904,903	199,724	67,796	149,449	42,302	200,259	23,649
• Ogden	685,408	128,624	47,165	125,318	29,003	163,368	13,687
SUBURBAN TOTAL	3,301,732	860,575	217,772	481,379	215,427	643,517	66,132
OTHER COUNTIES							
Beaver	24,208	5,852	4,311	937	802	824	262
Box Elder	151,882	41,706	14,970	9,504	6,499	38,162	6,702

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UTAH (cont.)

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
Cache	66.8	.0272	24.7	18.1	17.3	14.1	17.8	20.6	285,769	69,666	16,985	48,888	16,485	42,260	7,453
Carbon	24.9	.0101	26.6	10.9	17.9	15.7	22.9	8.2	144,208	49,730	9,477	14,354	8,066	23,804	4,776
Daggett	.7	.0003	27.4	10.1	19.4	18.0	17.4	.2	3,713	1,620	232	675			
Duchesne	15.7	.0064	24.4	10.0	16.0	17.1	16.0	4.4	79,853	23,448	2,835	7,860	2,259	19,449	3,169
Emery	13.0	.0053	24.3	10.7	17.5	16.4	15.0	3.6	31,473	6,740	2,631	307	342	1,014	198
Garfield	4.0	.0016	30.9	8.9	15.2	16.7	27.1	1.2	8,022	2,582	1,106	336	83	1,135	218
Grand	7.9	.0033	28.3	10.8	18.8	19.5	18.0	2.8	61,122	15,405	5,009	2,896	884	5,662	1,561
Iron	21.7	.0088	24.9	15.0	15.4	15.8	18.5	6.6	138,934	27,249	10,975	11,199	5,920	29,799	1,526
Juab	6.0	.0024	29.0	8.2	15.1	15.6	25.3	1.7	23,992	5,948	2,701		385	6,039	319
Kane	5.1	.0021	30.4	6.2	14.4	17.4	26.0	1.6	19,077	3,511	3,709	816	202	734	201
Millard	14.5	.0059	28.6	7.4	13.7	15.3	26.0	4.3	44,232	15,059	2,399	854	1,236	5,545	989
Morgan	5.5	.0023	27.1	8.5	13.0	22.7	17.1	1.5	8,574	735	756		106	6,122	97
Piute	1.5	.0006	34.6	5.5	11.3	16.5	33.0	.4	1,610	626	160	119	92	146	
Rich	2.4	.0009	26.3	11.0	18.0	14.6	19.7	.7	4,189	358	889	239			
San Juan	12.3	.0050	21.7	10.2	15.6	15.6	14.0	3.1	30,869	6,671	2,409	5,422	461	4,838	219
Sanpete	17.2	.0070	27.4	11.3	13.3	14.1	25.8	5.1	30,462	10,877	1,488	1,596	2,018	4,397	1,223
Sevier	16.6	.0068	28.9	8.1	14.4	16.4	24.8	5.1	86,753	20,420	5,353	5,140	2,302	19,896	1,693
Summit	14.3	.0058	28.6	9.5	21.8	19.8	16.3	4.9	74,481	22,694	16,878	76	609	7,541	4,507
Tooele	29.6	.0120	27.3	9.5	16.3	19.5	17.9	9.0	90,694	38,255	6,358	1,892	2,156	11,000	1,645
Uintah	25.9	.0106	25.2	10.7	17.7	17.8	14.9	7.6	219,525	51,117	11,769	21,059	7,201	44,559	3,983
Wasatch	10.2	.0042	27.4	9.1	17.1	16.5	20.5	3.2	36,981	12,133	6,109	1,466	121	6,009	794
Washington	40.8	.0166	28.0	10.2	13.5	13.9	26.6	12.1	177,006	42,872	11,015	15,254	8,643	36,150	4,407
Wayne	2.3	.0009	30.8	6.7	14.7	15.4	28.4	.6	2,849	424	620	204	120	182	
TOTAL METRO COUNTIES	**1,310.5**	**.5335**	**26.5**	**12.9**	**18.3**	**17.0**	**17.4**	**409.7**	**6,402,216**	**1,485,233**	**492,986**	**885,196**	**428,766**	**1,239,149**	**146,155**
TOTAL STATE	**1,712.4**	**.6971**	**26.5**	**12.5**	**17.8**	**16.8**	**18.1**	**530.9**	**8,182,694**	**1,960,931**	**634,112**	**1,036,289**	**495,758**	**1,554,416**	**192,097**

UTAH

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
PROVO - OREM	**1,888,412**	**21,399**	**28.6**	**29.6**	**15.0**	**8.6**	**.0674**
Utah	1,888,412	21,399	28.6	29.6	15.0	8.6	.0674
• Orem	472,727	23,136	27.7	32.5	16.9	8.3	.0188
• Provo	547,733	17,060	36.0	23.3	10.2	8.0	.0209
SUBURBAN TOTAL	867,952	24,013	24.5	32.7	17.4	9.2	.0277
SALT LAKE CITY - OGDEN	**11,246,640**	**27,073**	**21.6**	**31.0**	**19.2**	**15.0**	**.3686**
Davis	1,681,265	28,419	21.1	35.1	21.6	13.0	.0550
Salt Lake	7,906,501	27,337	21.2	30.0	19.2	15.9	.2569
• Salt Lake City	1,968,854	19,608	28.3	25.3	12.6	11.7	.0735
Sandy	690,166	35,491	10.9	32.4	30.2	21.2	.0196
Weber	1,658,874	24,692	23.8	30.9	17.3	12.7	.0567
• Ogden	718,133	20,214	28.5	28.0	12.9	9.7	.0302
SUBURBAN TOTAL	8,559,653	29,768	18.9	32.7	21.9	[illegible]	.2646
OTHER COUNTIES							
Beaver	32,162	14,931	37.8	22.0	10.1	1.8	.0015
Box Elder	428,919	32,929	15.2	28.5	22.3	24.1	.0126
Cache	627,974	24,079	24.7	31.0	15.9	12.7	.0209
Carbon	260,625	28,584	19.8	30.6	22.5	12.8	.0089
Daggett	4,978	21,500	23.5	33.5	18.5	2.0	.0002
Duchesne	134,176	25,701	20.5	35.0	18.5	11.1	.0050
Emery	123,410	31,575	17.1	29.0	25.3	17.3	.0036
Garfield	21,901	14,275	36.9	24.3	5.8	1.9	.0008
Grand	74,688	22,530	25.8	31.9	17.0	7.2	.0030
Iron	141,070	16,891	35.6	28.0	8.0	4.0	.0066
Juab	35,858	17,414	35.8	31.8	6.1	3.8	.0016
Kane	38,490	19,469	29.6	30.0	12.3	6.1	.0014
Millard	111,441	20,269	28.3	28.6	13.6	8.4	.0037
Morgan	49,905	29,000	17.5	33.6	20.7	16.3	.0015
Piute	7,220	13,500	39.3	19.0	4.5	3.5	.0002
Rich	20,838	24,308	24.2	29.2	17.6	11.6	.0007
San Juan	57,508	15,647	33.6	26.6	5.9	2.5	.0025
Sanpete	108,588	16,369	30.4	26.4	9.4	4.2	.0037
Sevier	131,654	21,661	26.3	34.1	13.6	6.3	.0050
Summit	159,705	24,966	23.8	32.4	16.3	13.0	.0051
Tooele	321,114	31,289	16.6	31.3	24.5	17.4	.0092
Uintah	265,498	30,926	15.3	27.6	24.3	17.7	.0106
Wasatch	68,759	17,464	33.5	28.5	9.3	4.1	.0025
Washington	300,094	19,395	29.1	29.0	12.1	7.2	.0115
Wayne	15,306	18,933	27.3	27.8	12.7	6.7	.0005
TOTAL METRO COUNTIES	**13,135,052**	**26,056**	**22.8**	**30.7**	**18.5**	**13.9**	**.4360**
TOTAL STATE	**16,676,933**	**25,441**	**23.1**	**30.5**	**18.1**	**13.4**	**.5588**

Vermont

S&MM ESTIMATES

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
BURLINGTON	**132.5**	**.0540**	**29.3**	**16.5**	**19.5**	**19.9**	**18.9**	**48.0**	**1,191,725**	**237,964**	**115,014**	**107,879**	**62,580**	**302,987**	**29,446**
Chittenden	127.1	.0518	29.1	16.9	19.6	19.9	18.6	46.1	1,179,729	235,501	114,134	106,766	62,410	299,893	29,446
• Burlington	39.0	.0159	27.8	27.3	17.5	14.1	22.9	14.7	375,491	60,556	52,911	53,054	21,928	38,003	9,941
Grand Isle	5.4	.0022	32.9	8.4	18.5	19.9	26.1	1.9	11,996	2,463	880	1,113	170	3,094	
SUBURBAN TOTAL	93.5	.0381	29.9	12.0	20.5	22.3	17.1	33.3	816,234	177,408	62,103	54,825	40,652	264,984	19,505
OTHER COUNTIES															
Addison	31.7	.0130	30.1	13.4	18.8	18.6	22.2	[illegible]	204,753	53,390	18,527	10,325	2,620	43,112	6,569
Bennington	35.1	.0142	33.9	10.2	16.3	19.4	28.8	13.7	462,851	78,050	32,718	27,955	14,503	68,353	9,519

VT. (cont.)

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Caledonia	27.7	.0113	32.5	10.2	17.6	18.3	27.3	10.4	198,134	49,512	12,707	15,431	5,863	48,910	3,915
Essex	7.1	.0029	33.2	8.6	16.4	19.4	27.7	2.6	10,864	2,256	3,262	779	134	906	
Franklin	37.3	.0152	31.5	9.2	17.5	18.9	24.9	13.2	255,764	64,755	13,487	15,081	6,039	78,215	5,917
Lamoille	18.3	.0074	30.8	12.0	20.1	19.1	22.5	6.9	139,100	32,069	17,741	6,891	3,410	14,535	4,870
Orange	25.0	.0101	32.0	9.9	18.3	19.2	25.3	9.1	109,370	26,771	8,003	4,657	1,147	12,778	2,965
Orleans	24.5	.0100	32.5	8.8	17.0	18.5	27.2	8.9	131,999	39,1u1	9,452	8,235	2,873	36,823	4,460
Rutland	61.8	.0252	33.2	11.0	17.6	18.8	28.1	23.3	512,234	102,830	52,426	33,053	19,693	134,403	12,613
Washington	54.4	.0221	32.7	10.9	18.1	19.7	26.2	20.8	407,983	90,578	44,372	24,973	24,905	106,388	11,736
Windham	40.0	.0163	33.3	9.3	19.6	18.9	27.7	16.2	364,136	83,429	47,602	15,043	13,289	54,210	10,793
Windsor	55.0	.0224	34.3	8.7	17.9	19.9	29.0	21.9	355,158	72,899	33,599	11,345	5,596	111,946	5,658
TOTAL METRO COUNTIES	**132.5**	**.0540**	**29.3**	**16.5**	**19.5**	**19.9**	**18.9**	**48.0**	**1,191,725**	**237,964**	**115,014**	**107,879**	**62,580**	**302,987**	**29,446**
TOTAL STATE	**550.3**	**.2241**	**31.8**	**11.7**	**18.4**	**19.3**	**24.8**	**206.1**	**4,344,071**	**933,664**	**408,910**	**281,647**	**162,672**	**1,013,566**	**108,461**

VT.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BURLINGTON	**1,813,549**	**28,737**	**20.3**	**27.1**	**18.3**	**21.4**	**.0622**
Chittenden	1,755,699	29,011	20.1	27.0	18.4	21.7	.0606
• Burlington	483,321	22,206	23.6	26.8	12.9	14.9	.0180
Grand Isle	57,850	23,848	25.9	31.1	14.7	13.2	.0016
SUBURBAN TOTAL	1,330,228	31,972	18.0	27.4	20.6	24.2	.0442
OTHER COUNTIES							
Addison	374,941	25,571	23.2	31.5	16.9	14.8	.0124
Bennington	431,289	23,336	26.3	31.7	14.7	12.2	.0185
Caledonia	273,755	20,101	29.5	30.7	12.5	7.1	.0104
Essex	64,495	19,662	32.5	32.5	11.5	5.0	.0018
Franklin	383,997	22,188	26.2	29.2	15.3	10.6	.0140
Lamoille	200,973	22,482	25.9	32.9	13.7	9.2	.0074
Orange	272,733	22,847	28.2	31.7	15.4	10.0	.0084
Orleans	223,124	18,753	31.9	29.8	10.0	6.7	.0080
Rutland	696,698	23,172	26.1	31.1	15.7	10.4	.0259
Washington	603,334	21,978	27.4	30.6	14.6	9.9	.0217
Windham	495,233	22,650	27.1	29.1	15.0	11.8	.0181
Windsor	626,868	22,078	27.1	31.8	13.9	9.4	.0212
TOTAL METRO COUNTIES	**1,813,549**	**28,737**	**20.3**	**27.1**	**18.3**	**21.4**	**.0622**
TOTAL STATE	**6,460,990**	**23,540**	**25.6**	**29.9**	**15.4**	**12.8**	**.2300**

Virginia

S&MM ESTIMATES

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**124.4**	**.0506**	**30.4**	**17.7**	**19.9**	**18.8**	**22.1**	**47.0**	**1,029,240**	**216,982**	**80,628**	**150,217**	**72,978**	**153,430**	**34,495**
Albemarle	62.8	.0256	29.9	18.2	20.2	20.0	19.6	22.4	337,640	48,014	29,873	87,974	15,419	36,149	7,112
Charlottesville city	41.0	.0167	30.4	21.2	20.3	15.7	24.9	16.5	639,973	151,864	49,704	60,104	57,182	101,584	25,882
• Charlottesville	41.0	.0167	30.4	21.2	20.3	15.7	24.9	16.5	639,973	151,864	49,704	60,104	57,182	101,584	25,882
Fluvanna	11.4	.0046	33.1	9.4	17.0	20.3	26.5	4.0	28,003	9,224	294		194	6,917	1,354
Greene	9.2	.0037	31.6	8.9	20.8	21.6	21.4	3.1	23,624	7,880	757	2,139	183	8,780	147
SUBURBAN TOTAL	83.4	.0339	30.5	16.0	19.8	20.2	20.7	30.5	389,267	65,118	30,924	90,113	15,796	51,846	3,613
DANVILLE	**112.2**	**.0456**	**34.5**	**10.1**	**16.4**	**19.7**	**29.5**	**40.5**	**551,064**	**127,485**	**49,895**	**49,682**	**23,517**	**133,286**	**32,386**
Danville city	45.3	.0184	37.0	10.2	15.5	18.2	34.3	17.6	413,974	90,134	37,092	43,259	19,939	106,585	25,125
• Danville	45.3	.0184	37.0	10.2	15.5	18.2	34.3	17.6	413,974	90,134	37,092	43,259	19,939	106,585	25,125
Pittsylvania	66.9	.0272	33.1	10.1	16.7	20.6	26.3	22.9	137,090	37,351	12,803	6,423	3,578	26,701	7,261
SUBURBAN TOTAL	66.9	.0272	33.1	10.1	16.7	20.6	26.3	22.9	137,090	37,351	12,803	6,423	3,578	26,701	7,261
LYNCHBURG	**149.5**	**.0609**	**33.0**	**12.4**	**16.9**	**20.5**	**26.0**	**51.6**	**1,018,416**	**218,507**	**85,934**	**176,139**	**54,627**	**183,089**	**41,445**
Amherst	30.9	.0126	32.9	11.3	18.0	21.8	24.3	9.9	139,457	46,516	11,446	12,796	2,303	30,726	7,119
Campbell	49.2	.0201	32.4	9.7	17.5	23.5	22.0	16.2	146,286	45,771	11,104	7,666	6,873	30,535	12,396
Lynchburg city	69.4	.0282	33.4	14.8	15.9	17.8	29.7	25.5	732,673	126,220	63,384	155,677	45,451	121,828	21,930
• Lynchburg	69.4	.0282	33.4	14.8	15.9	17.8	29.7	25.5	732,673	126,220	63,384	155,677	45,451	121,828	21,930
SUBURBAN TOTAL	80.1	.0327	32.6	10.3	17.7	22.8	22.9	26.1	285,743	92,287	22,550	20,462	9,176	61,261	19,515
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,337.5**	**.5446**	**29.6**	**15.5**	**18.8**	**19.8**	**20.1**	**454.0**	**8,642,148**	**1,552,370**	**823,954**	**1,070,002**	**601,380**	**1,977,379**	**273,883**
Chesapeake city	139.0	.0566	30.8	10.5	18.0	22.3	20.2	45.7	690,028	148,429	44,711	93,605	25,426	179,689	20,663
Chesapeake	139.0	.0566	30.8	10.5	18.0	22.3	20.2	45.7	690,028	148,429	44,711	93,605	25,426	179,689	20,663
Gloucester	29.1	.0119	34.8	8.9	16.5	32.3	27.4	10.4	125,982	44,912	6,775	13,298	3,446	24,918	5,714
Hampton city	127.0	.0517	30.3	14.2	17.6	21.6	20.3	44.4	1,207,407	189,224	90,119	199,914	59,651	230,281	27,570
• Hampton	127.0	.0517	30.3	14.2	17.6	21.6	20.3	44.4	1,207,407	189,224	90,119	199,914	59,651	230,281	27,570
James City	26.6	.0108	32.8	10.4	17.9	22.2	23.8	9.4	130,100	12,433	9,639		85,892	2,286	422
Newport News city	164.0	.0667	30.3	13.7	19.5	19.4	21.4	58.9	1,038,779	173,315	81,443	140,434	32,602	317,357	26,151
• Newport News	164.0	.0667	30.3	13.7	19.5	19.4	21.4	58.9	1,038,779	173,315	81,443	140,434	32,602	317,357	26,151
Norfolk city	278.4	.1134	26.6	25.9	18.4	14.0	20.7	92.1	1,936,001	275,545	213,632	257,411	148,549	468,977	63,357
• Norfolk	278.4	.1134	26.6	25.9	18.4	14.0	20.7	92.1	1,936,001	275,545	213,632	257,411	148,549	468,977	63,357
Poquoson city	10.4	.0042	33.3	7.9	16.0	29.1	18.2	3.4	34,666	23,621	1,995	153	1,635	1,433	681

VA. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Poquoson	10.4	.0042	33.3	7.9	16.0	29.1	18.2	3.4	34,666	23,621	1,995	153	1,635	1,433	681
Portsmouth city	112.1	.0457	31.8	11.9	17.4	17.1	27.2	40.1	628,580	115,981	50,983	67,785	29,653	170,542	28,481
• Portsmouth	112.1	.0457	31.8	11.9	17.4	17.1	27.2	40.1	628,580	115,981	50,983	67,785	29,653	170,542	28,481
Suffolk city	52.5	.0214	33.7	9.6	15.4	20.2	27.9	17.7	394,163	92,602	18,098	12,077	16,750	65,518	15,062
• Suffolk	52.5	.0214	33.7	9.6	15.4	20.2	27.9	17.7	394,163	92,602	18,098	12,077	16,750	65,518	15,062
Virginia Beach city	344.9	.1404	29.1	13.5	21.2	22.7	14.8	115.2	1,969,767	357,371	215,400	250,676	166,700	449,375	67,072
• Virginia Beach	344.9	.1404	29.1	13.5	21.2	22.7	14.8	115.2	1,969,767	357,371	215,400	250,676	166,700	449,375	67,072
Williamsburg city	11.3	.0046	24.2	46.5	13.5	10.2	21.3	3.5	343,115	94,609	62,812	24,250	20,332	55,018	11,402
Williamsburg	11.3	.0046	24.2	46.5	13.5	10.2	21.3	3.5	343,115	94,609	62,812	24,250	20,332	55,018	11,402
York	42.2	.0172	31.5	9.2	17.5	26.8	17.1	13.2	143,560	24,328	28,347	10,399	10,744	11,985	7,308
SUBURBAN TOTAL	258.6	.1053	31.3	11.6	17.5	22.7	20.9	85.6	1,467,451	348,332	154,279	141,705	147,475	275,329	46,190
RICHMOND - PETERSBURG	**829.4**	**.3378**	**32.3**	**11.2**	**19.6**	**20.9**	**23.8**	**299.8**	**6,056,580**	**1,272,681**	**502,803**	**822,896**	**291,459**	**1,294,312**	**262,585**
Charles City	6.8	.0028	30.7	11.5	17.9	20.8	21.4	2.0	2,742	1,097	152			110	
Chesterfield	178.6	.0727	30.4	9.6	21.3	25.0	15.2	58.7	1,090,161	239,620	65,395	220,131	41,073	182,237	60,908
Colonial Heights city	17.0	.0069	35.6	9.4	15.5	23.8	27.1	5.9	99,758	17,005	9,469	16,424	1,707	21,969	5,576
Colonial Heights	17.0	.0069	35.6	9.4	15.5	23.8	27.1	5.9	99,758	17,005	9,469	16,424	1,707	21,969	5,576
Dinwiddie	22.1	.0090	33.5	10.5	16.2	22.2	25.3	6.2	33,580	15,994	3,621		198	349	255
Goochland	13.1	.0053	34.0	9.7	18.1	23.2	25.0	4.2	35,992	3,741	724	1,962	2,145	7,703	153
Hanover	58.4	.0238	33.7	9.8	16.7	24.2	23.6	19.1	370,208	87,443	30,632	12,631	9,766	37,143	18,032
Henrico	200.5	.0816	33.2	10.3	19.8	21.1	25.3	76.8	1,732,907	313,089	150,697	298,635	105,436	412,905	80,129
Hopewell city	24.0	.0098	32.5	11.0	17.0	19.9	25.8	9.0	143,567	31,840	12,855	25,279	7,580	14,456	12,441
Hopewell	24.0	.0098	32.5	11.0	17.0	19.9	25.8	9.0	143,567	31,840	12,855	25,279	7,580	14,456	12,441
New Kent	11.1	.0046	32.0	9.0	19.9	21.5	22.6	3.9	22,239	6,852	1,464	491	82	5,561	740
Petersburg city	40.6	.0165	33.1	11.3	16.5	18.2	28.7	15.2	378,643	46,018	23,547	82,524	24,221	103,609	18,138
• Petersburg	40.6	.0165	33.1	11.3	16.5	18.2	28.7	15.2	378,643	46,018	23,547	82,524	24,221	103,609	18,138
Powhatan	13.9	.0057	31.2	9.5	23.1	23.3	17.9	3.8	30,818	9,904	235	1,421	363	14,160	701
Prince George	26.2	.0107	27.2	17.0	21.7	21.1	11.9	6.5	97,914	23,325	11,248	2,137	2,349	39,269	
Richmond city	217.1	.0884	33.1	13.5	20.0	16.3	29.9	88.5	2,018,051	471,753	192,764	161,261	96,539	454,841	65,512
• Richmond	217.1	.0884	33.1	13.5	20.0	16.3	29.9	88.5	2,018,051	471,753	192,764	161,261	96,539	454,841	65,512
SUBURBAN TOTAL	571.7	.2329	31.9	10.3	19.6	22.8	21.2	196.1	3,659,886	754,910	286,492	579,111	170,699	735,862	178,935
ROANOKE	**229.6**	**.0935**	**34.7**	**9.8**	**17.7**	**20.6**	**28.8**	**88.0**	**1,594,890**	**340,695**	**145,076**	**247,370**	**105,652**	**278,209**	**67,934**
Botetourt	25.9	.0106	34.5	8.2	17.3	23.3	25.9	9.0	71,682	11,409	4,898	860	1,708	7,372	1,356
Roanoke	77.2	.0314	34.2	9.0	16.1	24.5	24.1	26.9	351,599	102,385	30,413	62,960	30,447	19,433	15,821
Roanoke city	102.5	.0417	35.1	10.0	17.9	17.0	33.1	43.2	950,145	170,463	95,606	168,428	65,233	184,550	38,807
• Roanoke	102.5	.0417	35.1	10.0	17.9	17.0	33.1	43.2	950,145	170,463	95,606	168,428	65,233	184,550	38,807
Salem city	24.0	.0098	34.5	13.2	16.8	20.8	28.4	8.9	221,464	56,438	14,159	15,122	8,264	66,854	11,950
Salem	24.0	.0098	34.5	13.2	16.8	20.8	28.4	8.9	221,464	56,438	14,159	15,122	8,264	66,854	11,950
SUBURBAN TOTAL	127.1	.0518	34.3	9.6	17.6	23.6	25.3	44.8	644,745	170,232	49,470	78,942	40,419	93,659	29,127
OTHER COUNTIES															
Accomack	32.2	.0131	37.5	8.7	14.0	18.4	34.7	11.8	158,206	49,553	14,966	14,158	6,128	17,024	6,390
☐ Alexandria city	112.0	.0456	32.9	11.2	28.3	20.9	23.1	55.5	1,283,362	160,027	143,136	234,181	67,082	424,996	40,721
Alexandria	112.0	.0456	32.9	11.2	28.3	20.9	23.1	55.5	1,283,362	160,027	143,136	234,181	67,082	424,996	40,721
Alleghany	14.3	.0058	33.8	8.6	16.4	22.6	25.3	4.6	872	530	143	146			

Richmond, Virginia

25th in the nation in metro ranking*

*Based on job generation, rate of new business start-ups, and percentage of young companies enjoying high growth rates.

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VA. (cont.)

POPULATION—12/31/87

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Amelia	8.8	.0036	34.0	9.5	15.6	21.3	27.1	2.7	21,665	4,932	534	774	389	6,303	1,371
Appomattox	12.9	.0052	34.5	9.1	14.9	22.0	27.3	4.5	51,382	12,762	3,128	795	665	16,864	3,114
☐ Arlington	158.9	.0647	33.7	13.0	25.9	20.4	26.4	75.5	1,422,350	243,754	175,786	123,691	97,932	459,143	84,004
● Arlington	158.9	.0647	33.7	13.0	25.9	20.4	26.4	75.5	1,422,350	243,754	175,786	123,691	97,932	459,143	84,004
Augusta	54.9	.0223	34.0	9.5	17.3	22.5	25.7	18.4	272,684	50,782	14,017	8,255	2,555	103,814	3,158
Bath	5.7	.0024	35.8	9.4	16.2	22.9	28.4	1.9	10,935	3,516	295	527	1,057	275	347
Bedford	41.5	.0169	33.9	8.5	18.0	22.2	25.7	13.6	21,913	6,283	1,667	51	1,725	2,302	1,319
Bedford city	6.2	.0025	40.9	8.8	14.1	17.7	39.6	2.4	108,416	38,399	6,262	16,385	2,581	18,412	4,019
Bedford	6.2	.0025	40.9	8.8	14.1	17.7	39.6	2.4	108,416	38,399	6,262	16,385	2,581	18,412	4,019
Bland	6.5	.0026	33.3	9.8	20.2	19.8	26.8	2.2	8,799	1,862	363		121	4,572	198
☐ Bristol city	18.4	.0075	36.6	10.6	14.9	19.4	32.8	7.3	231,679	32,688	18,112	51,536	11,698	56,416	4,123
● Bristol	18.4	.0075	36.6	10.6	14.9	19.4	32.8	7.3	231,679	32,688	18,112	51,536	11,698	56,416	4,123
Brunswick	15.9	.0064	[illegible]	11.8	14.5	17.8	29.5	5.0	37,962	14,599	1,305	1,343	587	10,185	1,774
Buchanan	37.9	.0155	28.8	11.3	18.1	21.1	17.7	12.1	128,363	21,588	8,399	15,449	10,953	20,959	10,209
Buckingham	12.5	.0050	33.7	9.5	15.0	18.5	29.6	3.9	24,372	7,666	1,378	2,879	189	5,102	373
Buena Vista city	6.6	.0027	33.6	10.6	16.2	21.5	26.2	2.3	31,277	11,156	3,154	1,996	1,216	1,954	2,164
Buena Vista	6.6	.0027	33.6	10.6	16.2	21.5	26.2	2.3	31,277	11,156	3,154	1,996	1,216	1,954	2,164
Caroline	20.1	.0082	31.8	10.5	16.6	20.2	24.4	6.4	46,155	13,314	4,126	634	890	12,066	1,673
Carroll	27.7	.0112	35.7	8.4	16.0	21.4	29.8	9.5	69,674	15,426	5,212	8,925	2,260	10,586	5,116
Charlotte	11.9	.0049	35.3	9.1	13.6	19.3	31.0	4.0	21,167	9,518	910	1,195	505	3,215	1,253
Clarke	10.9	.0044	35.7	7.6	17.3	21.3	29.8	3.9	32,592	9,375	3,427	716	969	5,771	328
Clifton Forge city	5.1	.0021	40.5	8.4	12.9	17.4	39.7	2.0	24,880	9,342	1,051	1,933	682	4,491	2,546
Clifton Forge	5.1	.0021	40.5	8.4	12.9	17.4	39.7	2.0	24,880	9,342	1,051	1,933	682	4,491	2,546
Covington city	8.1	.0033	37.6	10.1	15.0	17.6	35.6	3.0	123,146	29,035	9,128	11,970	5,048	31,121	3,718
Covington	8.1	.0033	37.6	10.1	15.0	17.6	35.6	3.0	123,146	29,035	9,128	11,970	5,048	31,121	3,718
Craig	4.4	.0018	35.3	8.8	17.0	21.5	29.1	1.5	4,940	2,546	486		92	144	59
Culpeper	25.6	.0104	33.6	9.0	16.7	20.8	26.9	8.6	113,476	30,387	7,021	20,710	8,297	15,440	6,583
Cumberland	8.5	.0035	33.9	8.2	14.4	20.0	28.4	2.8	22,412	9,677	418	1,556	2,002	494	209
Dickenson	20.7	.0084	30.7	10.3	17.0	20.2	22.6	6.9	63,533	19,300	3,237	3,453	1,912	18,238	2,378
Emporia city	4.7	.0019	39.1	8.7	13.1	17.2	37.8	1.9	90,140	21,978	6,961	4,151	6,315	16,639	3,508
Emporia	4.7	.0019	39.1	8.7	13.1	17.2	37.8	1.9	90,140	21,978	6,961	4,151	6,315	16,639	3,508
Essex	9.4	.0038	35.2	8.6	16.1	19.0	31.2	3.1	78,920	20,842	8,613	8,090	4,115	11,391	5,380
☐ Fairfax	721.2	.2937	32.3	9.2	20.1	27.4	17.2	260.9	6,229,004	1,169,986	501,429	826,209	536,019	1,388,328	223,677
☐ Fairfax city	19.7	.0080	32.0	12.8	20.2	23.4	20.6	7.1	944,374	99,699	74,015	166,207	91,068	297,516	39,239
Fairfax	19.7	.0080	32.0	12.8	20.2	23.4	20.6	7.1	944,374	99,699	74,015	166,207	91,068	297,516	39,239
☐ Falls Church city	9.6	.0040	37.2	8.3	21.1	22.4	31.3	4.5	342,401	39,547	19,319	60,759	14,632	135,558	12,205
Falls Church	9.6	.0040	37.2	8.3	21.1	22.4	31.3	4.5	342,401	39,547	19,319	60,759	14,632	135,558	12,205
Fauquier	45.1	.0183	33.0	9.5	17.1	23.7	22.8	15.1	197,503	60,289	19,341	2,729	3,501	31,907	11,326
Floyd	12.4	.0051	36.5	8.8	15.5	20.5	31.8	4.5	29,029	7,298	887	1,115	2,863	11,247	175
Franklin	38.1	.0155	33.2	11.3	16.8	21.6	25.4	12.9	95,732	32,251	6,694	3,684	3,460	16,048	7,055
Franklin city	7.7	.0031	33.9	10.2	15.3	17.4	31.0	2.6	70,365	12,584	6,167	10,001	6,066	9,313	8,142
Franklin	7.7	.0031	33.9	10.2	15.3	17.4	31.0	2.6	70,365	12,584	6,167	10,001	6,066	9,313	8,142
Frederick	38.9	.0159	32.2	9.0	18.2	23.5	21.4	12.6	154,159	34,842	5,975	7,253	7,434	46,120	1,880
Fredericksburg city	19.3	.0078	33.2	18.5	15.9	16.4	30.8	7.6	404,523	61,223	43,846	42,802	32,841	72,287	21,659
Fredericksburg	19.3	.0078	33.2	18.5	15.9	16.4	30.8	7.6	404,523	61,223	43,846	42,802	32,841	72,287	21,659
Galax city	7.0	.0029	39.8	8.7	14.7	19.6	37.0	3.0	97,292	26,346	8,940	13,541	6,769	15,032	3,606
Galax	7.0	.0029	39.8	8.7	14.7	19.6	37.0	3.0	97,292	26,346	8,940	13,541	6,769	15,032	3,606
Giles	17.9	.0072	35.0	8.6	15.9	20.3	29.7	6.2	93,328	31,249	2,553	7,162	4,490	26,162	4,863
Grayson	16.9	.0069	36.5	8.7	15.4	21.0	31.2	6.3	32,316	10,178	1,529	4,497	2,238	8,306	1,095
Greensville	10.4	.0043	31.4	9.5	15.6	18.7	25.6	3.1	2,718	2,378					137
Halifax	30.0	.0122	34.3	9.5	15.8	19.9	28.9	9.6	28,056	7,632	1,371	1,169	929	3,265	1,280
Harrisonburg city	29.0	.0118	27.2	31.0	14.6	14.8	23.8	9.5	439,418	89,551	39,935	101,395	31,897	72,064	18,947
Harrisonburg	29.0	.0118	27.2	31.0	14.6	14.8	23.8	9.5	439,418	89,551	39,935	101,395	31,897	72,064	18,947
Henry	59.9	.0244	33.1	10.0	16.6	23.9	22.9	20.7	235,417	69,494	17,427	6,990	7,825	44,877	12,651

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METRO & COUNTY TOTALS

VA. (cont.)	POPULATION—12/31/87								RETAIL SALES BY STORE GROUP—1987						
METRO AREA — County — City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Highland	3.0	.0012	36.9	10.1	16.5	19.3	33.3	1.1	5,960	501	547	245	580	688	
Isle of Wight	25.3	.0103	32.7	9.9	17.2	21.4	24.7	8.4	71,222	28,623	6,044	3,773	924	14,295	4,442
King and Queen	6.3	.0026	35.0	9.1	15.9	18.8	31.3	2.3	6,354	2,492	276	307	170	1,929	
King George	12.9	.0053	31.6	8.8	17.7	22.5	21.5	4.2	20,532	5,296	1,367	709	424	5,904	943
King William	10.3	.0041	33.3	8.4	17.5	21.1	25.9	3.6	48,830	13,505	864	846	3,353	17,052	2,038
Lancaster	11.0	.0045	43.0	7.7	12.4	17.8	41.9	4.3	68,871	20,627	2,548	3,666	3,974	19,546	2,283
Lee	27.7	.0113	33.7	8.9	15.7	18.8	29.1	9.5	49,649	18,222	2,549	4,499	1,365	8,100	2,844
Lexington city	7.1	.0029	24.9	34.2	10.8	13.5	25.4	2.2	72,965	22,089	10,753	5,968	4,106	11,162	3,857
Lexington	7.1	.0029	24.9	36.2	10.8	13.5	25.4	2.2	72,965	22,089	10,753	5,968	4,106	11,162	3,857
☐ Loudoun	73.4	.0299	31.4	7.9	20.1	25.8	16.9	24.6	429,038	144,425	25,747	20,733	22,966	73,007	26,091
Louisa	20.1	.0082	34.1	9.4	15.5	20.6	28.0	6.8	53,223	21,073	2,904	3,751	1,867	6,747	2,035
Lunenburg	12.3	.0050	35.7	8.7	14.5	19.1	31.9	4.2	33,402	10,690	803	3,190	973	5,191	1,365
Madison	11.2	.0045	34.7	8.9	16.2	19.9	29.6	3.8	44,050	19,855	1,411	1,802	98	6,276	1,306
☐ Manassas city	20.0	.0082	29.0	10.3	24.1	21.1	14.5	6.8	329,506	69,264	20,876	17,189	9,608	137,595	6,612
Manassas	20.0	.0082	29.0	10.3	24.1	21.1	14.5	6.8	329,506	69,264	20,876	17,189	9,608	137,595	6,612
☐ Manassas Park city	7.3	.0029	26.1	12.2	21.4	20.3	10.8	2.2	20,383	11,279	1,520		1,003	3,013	1,814
Manassas Park	7.3	.0029	26.1	12.2	21.4	20.3	10.8	2.2	20,383	11,279	1,520		1,003	3,013	1,814
Martinsville city	19.0	.0078	37.5	8.9	15.0	19.3	34.0	7.2	190,939	38,325	13,811	36,529	13,358	30,934	8,692
Martinsville	19.0	.0078	37.5	8.9	15.0	19.3	34.0	7.2	190,939	38,325	13,811	36,529	13,358	30,934	8,692
Mathews	8.9	.0037	42.2	7.5	12.4	19.2	40.6	3.7	24,146	11,001	1,060	252	901	2,930	1,269
Mecklenburg	30.3	.0123	35.4	9.2	15.4	18.8	31.6	10.6	137,546	36,519	7,643	10,849	5,827	28,663	6,575
Middlesex	8.7	.0035	41.8	7.4	13.1	18.4	40.1	3.4	29,622	11,514	2,180	1,206	1,377	1,686	1,186
Montgomery	68.5	.0279	25.3	30.6	17.2	16.6	16.7	22.9	408,610	89,123	39,032	59,155	17,989	93,984	14,551
Nelson	12.3	.0050	36.2	8.7	15.3	20.0	31.7	4.3	49,101	7,164	1,933	439	610	24,730	703
Northampton	14.9	.0060	36.8	10.2	13.4	17.3	34.7	5.5	61,042	20,351	4,511	4,255	1,843	5,184	5,366
Northumberland	10.3	.0042	43.2	8.0	12.3	17.5	42.2	4.1	44,813	16,093	1,659	1,811	127	4,135	6,342
Norton city	4.6	.0019	33.5	10.2	16.0	18.4	29.1	1.6	120,825	19,530	7,191	17,725	2,726	37,281	6,706
Norton	4.6	.0019	33.5	10.2	16.0	18.4	29.1	1.6	120,825	19,530	7,191	17,725	2,726	37,281	6,706
Nottoway	15.1	.0062	38.2	8.7	13.1	18.8	35.4	5.3	64,137	14,752	4,551	2,991	7,020	14,342	4,274
Orange	21.2	.0086	35.1	8.8	15.7	20.5	29.6	7.4	89,303	20,607	4,580	5,922	2,627	25,855	7,555
Page	20.9	.0085	35.2	8.8	16.1	20.8	29.4	7.6	94,704	27,549	15,989	6,964	3,515	15,303	5,758
Patrick	18.[illegible]	[illegible]75	35.8	8.3	15.5	22.4	28.8	6.4	41,799	13,295	1,964	7,378	1,301	5,126	2,627
Prince Edward	17[illegible]	[illegible]72	29.7	22.0	12.7	16.0	27.2	5.2	120,484	23,847	11,736	18,193	10,345	24,402	7,769
☐ Prince William	182.[illegible]	[illegible]1	28.2	10.6	22.0	25.7	9.2	56.9	1,202,042	235,432	107,874	106,253	84,707	294,881	43,397
Pulaski	35.7	[illegible]	33.4	9.0	17.8	20.7	26.5	12.8	142,104	45,850	7,294	15,361	4,718	24,849	8,392
Radford city	14.1	[illegible]	24.7	35.7	12.6	14.5	21.1	3.9	79,524	14,507	4,827	5,805	5,667	25,333	5,359
Radford	14.1	.0057	24.7	35.7	12.6	14.5	21.1	3.9	79,524	14,507	4,827	5,805	5,667	25,333	5,359
Rappahannock	6.8	.0027	35.7	8.2	17.1	21.7	29.5	2.5	7,890	2,069	1,254	188	982	104	
Richmond	7.3	.0030	36.6	9.3	15.3	20.5	31.8	2.6	29,107	13,320	2,302	1,773	3,083	3,439	1,160
Rockbridge	18.2	.0075	32.7	15.0	15.3	20.4	26.1	5.9	126,157	18,904	8,396	738	3,915	25,938	1,623
Rockingham	55.2	.0224	32.3	12.8	17.5	20.6	24.6	18.8	127,063	24,949	9,844	8,173	3,949	27,149	3,698
Russell	34.2	.0140	31.9	10.2	18.1	20.5	23.9	11.7	80,217	26,158	5,821	5,226	6,676	14,793	3,756
☐ Scott	25.6	.0104	35.7	9.1	15.2	21.7	29.5	8.8	118,046	35,968	3,834	1,472	4,027	38,806	3,600
Shenandoah	30.3	.0123	36.5	8.7	15.9	20.5	31.7	11.3	145,367	40,424	11,259	3,397	4,773	25,411	4,797
Smyth	33.5	.0137	35.5	9.2	15.4	21.8	29.1	11.7	145,661	31,572	9,613	11,953	5,168	26,908	6,682
Southampton	18.1	.0073	33.1	12.6	15.5	19.9	27.2	5.3	50,509	12,837	2,589	1,041	2,332	19,008	542
South Boston city	7.3	.0030	36.9	7.7	15.5	18.4	34.2	2.6	125,565	28,483	8,783	21,735	9,366	17,385	6,713
South Boston	7.3	.0030	36.9	7.7	15.5	18.4	34.2	2.6	125,565	28,483	8,783	21,735	9,366	17,385	6,713
Spotsylvania	41.8	.0170	29.8	8.5	20.5	21.7	17.5	13.2	255,555	47,806	15,037	80,581	6,702	60,822	3,635
☐ Stafford	54.2	.0221	30.2	10.0	19.4	24.5	16.1	16.5	221,535	73,960	24,624	12,472	1,489	37,628	1,622
Staunton city	21.4	.0087	37.1	11.1	15.9	20.4	32.6	7.8	186,989	46,913	15,492	39,937	12,978	20,543	11,196
Staunton	21.4	.0087	37.1	11.1	15.9	20.4	32.6	7.8	186,989	46,913	15,492	39,937	12,978	20,543	11,196
Surry	6.4	.0026	33.4	10.1	15.2	18.5	29.1	2.1	13,387	7,586	1,027	690	161	1,983	85

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VA. (cont.) POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
Sussex	10.2	.0042	33.5	9.7	15.7	19.2	28.4	3.4
Tazewell	51.4	.0209	32.0	10.0	17.5	20.1	24.7	17.4
Warren	24.3	.0099	34.9	8.9	16.3	21.3	28.6	9.1
☐ Washington	50.2	.0204	33.9	10.1	16.5	21.8	26.3	16.9
Waynesboro city	18.1	.0073	36.1	9.8	15.5	20.9	30.7	7.0
Waynesboro	18.1	.0073	36.1	9.8	15.5	20.9	30.7	7.0
Westmoreland	15.2	.0062	37.8	8.5	13.4	18.4	35.2	5.8
Winchester city	21.6	.0088	35.7	11.9	16.2	18.4	32.6	8.7
Winchester	21.6	.0088	35.7	11.9	16.2	18.4	32.6	8.7
Wise	46.9	.0191	31.2	11.0	17.5	18.7	24.7	15.4
Wythe	26.3	.0107	34.6	9.0	16.2	20.9	28.4	9.4
TOTAL METRO COUNTIES	**4,235.2**	**1.7245**	**31.5**	**12.3**	**19.6**	**21.9**	**21.2**	**1,524.4**
TOTAL STATE	**5,943.2**	**2.4196**	**32.0**	**12.0**	**18.8**	**21.4**	**22.9**	**2,111.1**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Sussex	68,487	23,159	7,520	1,625	2,013	10,060	2,773
Tazewell	299,802	88,720	13,386	33,484	12,199	70,382	16,872
Warren	120,430	39,134	9,889	10,218	4,916	18,748	5,019
☐ Washington	154,722	48,901	14,272	11,378	12,683	23,139	4,735
Waynesboro city	172,605	35,724	14,586	19,821	12,165	41,451	8,266
Waynesboro	172,605	35,724	14,586	19,821	12,165	41,451	8,266
Westmoreland	46,729	16,862	4,580	2,079	494	14,074	2,020
Winchester city	294,913	54,600	28,458	45,554	20,719	63,368	21,766
Winchester	294,913	54,600	28,458	45,554	20,719	63,368	21,766
Wise	210,260	77,850	10,723	20,197	4,659	33,442	9,864
Wythe	182,426	35,806	14,138	12,848	6,243	34,464	9,526
TOTAL METRO COUNTIES	**31,820,780**	**6,093,650**	**2,819,034**	**4,148,386**	**2,104,527**	**7,389,731**	**1,204,568**
TOTAL STATE	**40,131,393**	**8,199,209**	**3,434,823**	**5,021,664**	**2,497,371**	**9,074,800**	**1,599,009**

VA. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLOTTESVILLE	**1,652,158**	**25,441**	**22.4**	**26.6**	**17.6**	**16.7**	**.0559**
Albemarle	970,023	30,118	19.3	26.7	18.8	23.1	.0269
Charlottesville city	458,088	19,969	27.0	26.0	14.8	9.1	.0228
• Charlottesville	458,088	19,969	27.0	26.0	14.8	9.1	.0228
Fluvanna	117,325	21,991	26.1	26.7	17.3	11.2	.0033
Greene	106,722	29,567	15.9	28.2	24.3	15.7	.0029
SUBURBAN TOTAL	1,194,070	28,890	19.8	27.0	19.1	20.8	.0331
DANVILLE	**1,190,038**	**22,612**	**24.2**	**28.2**	**16.5**	**11.1**	**.0384**
Danville city	509,987	21,524	24.8	26.1	15.1	12.0	.0198
• Danville	509,987	21,524	24.8	26.1	15.1	12.0	.0198
Pittsylvania	680,051	23,388	23.8	29.8	17.5	10.4	.0186
SUBURBAN TOTAL	680,051	23,388	23.8	29.8	17.5	10.4	.0186
LYNCHBURG	**1,748,436**	**26,225**	**21.7**	**28.6**	**18.0**	**16.5**	**.0593**
Amherst	330,369	27,556	21.0	30.1	20.8	14.8	.0103
Campbell	551,614	27,783	19.9	29.6	20.4	16.6	.0155
Lynchburg city	866,453	24,705	23.1	27.2	15.5	17.1	.0335
• Lynchburg	866,453	24,705	23.1	27.2	15.5	17.1	.0335
SUBURBAN TOTAL	881,983	27,699	20.3	29.7	20.6	15.9	.0258
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**16,510,866**	**27,249**	**20.9**	**26.9**	**18.8**	**18.6**	**.5344**
Chesapeake city	1,630,106	29,941	17.9	28.6	21.8	18.7	.0502
Chesapeake	1,630,106	29,941	17.9	28.6	21.8	18.7	.0502

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Gloucester	294,824	23,023	24.1	30.2	16.4	10.1	.0095
Hampton city	1,601,419	28,197	20.9	27.5	19.3	19.1	.0588
• Hampton	1,601,419	28,197	20.9	27.5	19.3	19.1	.0588
James City	362,910	30,340	19.4	25.4	19.2	23.5	.0103
Newport News city	1,835,812	23,730	23.9	28.7	17.4	12.3	.0622
• Newport News	1,835,812	23,730	23.9	28.7	17.4	12.3	.0622
Norfolk city	3,069,713	20,882	26.9	25.9	13.9	12.0	.1082
• Norfolk	3,069,713	20,882	26.9	25.9	13.9	12.0	.1082
Poquoson city	138,162	36,667	14.5	23.3	25.9	26.8	.0037
Poquoson	138,162	36,667	14.5	23.3	25.9	26.8	.0037
Portsmouth city	1,313,613	24,822	22.0	26.3	16.8	16.6	.0418
• Portsmouth	1,313,613	24,822	22.0	26.3	16.8	16.6	.0418
Suffolk city	584,987	25,534	21.0	25.6	18.5	16.7	.0211
• Suffolk	584,987	25,534	21.0	25.6	18.5	16.7	.0211
Virginia Beach city	4,967,346	34,432	15.6	26.6	22.4	26.6	.1439
• Virginia Beach	4,967,346	34,432	15.6	26.6	22.4	26.6	.1439
Williamsburg city	141,534	24,286	26.2	25.7	11.8	21.0	.0097
Williamsburg	141,534	24,286	26.2	25.7	11.8	21.0	.0097
York	570,440	35,594	15.4	26.7	22.2	28.7	.0150
SUBURBAN TOTAL	3,137,976	29,843	18.6	27.9	20.7	20.1	.0984
RICHMOND - PETERSBURG	**11,162,577**	**29,697**	**18.8**	**26.5**	**20.3**	**20.7**	**.3600**
Charles City	66,232	26,864	20.0	30.7	17.8	16.1	.0018
Chesterfield	2,598,407	38,483	12.1	24.9	26.3	30.3	.0763
Colonial Heights city	203,614	30,216	18.8	29.4	23.4	16.7	.0065
Colonial Heights	203,614	30,216	18.8	29.4	23.4	16.7	.0065
Dinwiddie	224,030	29,025	19.9	25.6	20.3	19.1	.0059
Goochland	166,432	29,415	17.4	25.8	18.5	21.3	.0044

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EFFECTIVE BUYING INCOME—1987

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A	B	C	D	Buying Power Index
Hanover	779,436	34,955	15.5	23.3	24.1	25.8	.0241
Henrico	3,111,547	33,085	16.6	27.8	22.9	23.6	.0986
Hopewell city	299,226	27,962	19.3	27.6	19.5	17.4	.0095
Hopewell	299,226	27,962	19.3	27.6	19.5	17.4	.0095
New Kent	140,726	31,081	14.4	29.7	23.3	18.9	.0036
Petersburg city	400,418	19,050	27.4	26.6	12.2	9.0	.0169
● Petersburg	400,418	19,050	27.4	26.6	12.2	9.0	.0169
Powhatan	145,732	32,773	15.1	26.2	24.4	21.3	.0041
Prince George	255,030	27,485	22.3	30.8	20.6	15.7	.0081
Richmond city	2,771,747	22,112	24.3	26.1	14.3	14.1	.1002
● Richmond	2,771,747	22,112	24.3	26.1	14.3	14.1	.1002
SUBURBAN TOTAL	7,990,412	34,063	15.7	26.5	23.7	24.6	.2429
ROANOKE	**2,879,058**	**24,807**	**23.1**	**27.3**	**18.1**	**14.5**	**.0946**
Botetourt	271,962	24,497	24.1	29.1	18.2	11.5	.0078
Roanoke	1,074,336	32,992	16.3	28.1	23.6	22.5	.0299
Roanoke city	1,237,610	20,709	26.6	26.3	14.7	10.4	.0460
● Roanoke	1,237,610	20,709	26.6	26.3	14.7	10.4	.0460
Salem city	295,150	23,647	25.7	29.1	17.2	12.8	.0109
Salem	295,150	23,647	25.7	29.1	17.2	12.8	.0109
SUBURBAN TOTAL	1,641,448	29,383	19.8	28.3	21.3	18.4	.0486
OTHER COUNTIES							
Accomack	314,680	18,266	27.9	23.3	11.4	11.1	.0105
☐ Alexandria city	2,728,836	37,895	12.8	25.3	19.5	34.8	.0767
Alexandria	2,728,836	37,895	12.8	25.3	19.5	34.8	.0767
Alleghany	163,653	29,000	18.0	27.1	20.7	19.5	.0037
Amelia	72,443	21,561	26.9	30.9	14.6	8.3	.0023
Appomattox	136,222	24,567	22.5	30.1	17.2	12.4	.0042
☐ Arlington	3,777,535	38,332	14.0	24.2	17.6	36.8	.0996
● Arlington	3,777,535	38,332	14.0	24.2	17.6	36.8	.0996
Augusta	640,892	26,932	20.8	29.4	18.8	17.1	.0197
Bath	53,805	17,983	31.5	19.3	13.9	11.2	.0016
Bedford	405,154	24,384	23.3	31.9	17.5	11.3	.0101
Bedford city	66,137	20,426	26.0	25.8	14.0	11.0	.0036
Bedford	66,137	20,426	26.0	25.8	14.0	11.0	.0036
Bland	56,886	22,164	23.3	36.2	14.0	5.7	.0016
☐ Bristol city	204,292	21,237	22.5	27.2	14.0	11.2	.0092
● Bristol	204,292	21,237	22.5	27.2	14.0	11.2	.0092
Brunswick	120,706	17,329	32.1	24.3	11.7	6.7	.0038
Buchanan	359,905	24,179	21.7	30.2	17.1	11.2	.0112
Buckingham	88,548	17,055	30.0	26.6	9.9	5.8	.0029
Buena Vista city	60,032	21,727	27.6	35.9	15.2	4.8	.0022
Buena Vista	60,032	21,727	27.6	35.9	15.2	4.8	.0022
Caroline	192,361	23,568	26.8	27.3	16.9	13.0	.0055
Carroll	250,071	20,866	26.2	30.5	13.9	7.7	.0074
Charlotte	95,231	17,392	26.4	26.5	11.7	6.9	.0028
Clarke	154,845	28,893	18.0	29.2	16.8	22.5	.0039
Clifton Forge city	61,072	22,500	23.2	23.3	16.5	15.4	.0018
Clifton Forge	61,072	22,500	23.2	23.3	16.5	15.4	.0018
Covington city	71,885	19,258	29.3	29.3	13.9	5.2	.0042
Covington	71,885	19,258	29.3	29.3	13.9	5.2	.0042
Craig	42,401	24,133	25.3	31.2	20.3	7.3	.0012
Culpeper	249,897	22,449	23.6	28.4	15.4	11.5	.0081
Cumberland	66,750	17,976	28.3	26.8	9.6	8.3	.0021
Dickenson	178,361	20,789	24.8	31.0	13.9	6.8	.0058
Emporia city	49,113	18,703	31.1	26.0	11.5	8.2	.0027
Emporia	49,113	18,703	31.1	26.0	11.5	8.2	.0027
Essex	74,217	18,206	30.6	28.1	9.6	7.0	.0036
☐ Fairfax	15,261,132	50,312	8.5	17.7	19.2	50.5	.4178
☐ Fairfax city	420,506	49,225	8.7	19.0	18.8	49.1	.0265
Fairfax	420,506	49,225	8.7	19.0	18.8	49.1	.0265
☐ Falls Church city	254,469	45,442	10.4	19.6	20.5	45.2	.0115
Falls Church	254,469	45,442	10.4	19.6	20.5	45.2	.0115
Fauquier	582,350	30,355	19.3	25.3	19.0	23.2	.0167
Floyd	115,799	20,413	25.1	29.3	14.1	7.4	.0033
Franklin	372,159	23,015	25.5	31.8	15.9	9.6	.0108
Franklin city	76,351	21,140	24.1	25.4	11.2	15.7	.0033
Franklin	76,351	21,140	24.1	25.4	11.2	15.7	.0033
Frederick	430,098	28,194	20.3	29.0	22.4	15.3	.0129
Fredericksburg city	236,212	22,249	24.7	27.8	13.6	14.2	.0130
Fredericksburg	236,212	22,249	24.7	27.8	13.6	14.2	.0130
Galax city	81,341	17,963	34.6	26.3	11.4	6.0	.0037
Galax	81,341	17,963	34.6	26.3	11.4	6.0	.0037
Giles	177,270	22,519	26.2	31.1	14.7	10.4	.0059
Grayson	167,051	19,839	29.1	31.8	10.9	7.0	.0046
Greensville	74,097	18,048	28.1	27.3	11.1	7.0	.0021
Halifax	279,980	22,819	23.4	28.8	17.2	10.8	.0073
Harrisonburg city	292,661	19,729	28.6	24.6	13.8	10.9	.0155
Harrisonburg	292,661	19,729	28.6	24.6	13.8	10.9	.0155
Henry	626,474	24,929	23.1	33.1	17.6	10.9	.0193
Highland	25,841	18,423	24.0	27.2	11.9	7.0	.0007
Isle of Wight	267,878	26,231	20.0	29.0	20.3	13.3	.0076
King and Queen	58,891	18,111	28.3	26.9	11.9	7.0	.0015
King George	148,777	28,969	19.9	23.5	19.5	21.7	.0039
King William	111,178	24,520	22.8	30.1	17.7	12.2	.0035
Lancaster	127,695	21,233	25.3	24.2	14.7	13.4	.0042
Lee	216,502	16,871	30.0	25.0	10.7	5.9	.0067
Lexington city	81,873	21,980	24.8	22.6	13.0	19.0	.0031
Lexington	81,873	21,980	24.8	22.6	13.0	19.0	.0031
☐ Loudoun	1,116,078	38,111	12.8	23.2	22.6	32.6	.0317
Louisa	155,185	18,000	27.5	29.7	9.9	5.3	.0050
Lunenburg	112,610	19,667	27.9	26.2	13.0	10.1	.0035
Madison	102,630	21,759	24.9	32.6	14.2	8.1	.0033
☐ Manassas city	296,581	38,839	12.9	23.9	27.2	29.4	.0126
Manassas	296,581	38,839	12.9	23.9	27.2	29.4	.0126
☐ Manassas Park city	76,493	31,574	13.0	38.6	26.4	13.6	.0022
Manassas Park	76,493	31,574	13.0	38.6	26.4	13.6	0022
Martinsville city	252,121	25,208	22.3	27.2	14.9	18.8	.0092
Martinsville	252,121	25,208	22.3	27.2	14.9	18.8	.0092
Mathews	125,612	25,676	21.2	25.7	17.7	17.2	.0031
Mecklenburg	303,651	21,784	24.0	27.8	14.9	11.0	.0100
Middlesex	101,870	21,351	25.5	26.1	12.9	14.3	.0029
Montgomery	786,894	23,864	24.2	26.0	15.1	16.6	.0257
Nelson	130,147	21,725	24.9	23.8	16.3	13.0	.0040
Northampton	135,908	18,179	26.4	24.2	11.6	9.5	.0045
Northumberland	130,259	22,462	26.2	26.7	14.4	14.5	.0036
Norton city	49,324	20,969	26.0	25.3	11.0	15.6	.0035
Norton	49,324	20,969	26.0	25.3	11.0	15.6	.0035
Nottoway	152,152	21,850	24.6	27.7	15.7	10.4	.0050
Orange	227,486	23,136	24.9	26.3	16.2	14.4	.0070
Page	205,404	20,922	28.2	28.9	14.4	8.9	.0067
Patrick	188,381	22,767	25.8	27.7	18.3	9.4	.0053
Prince Edward	137,585	18,825	27.2	27.6	11.3	8.2	.0059
☐ Prince William	2,690,335	41,637	10.6	22.3	26.6	35.4	.0801
Pulaski	376,458	23,710	25.0	31.3	17.1	10.1	.0116
Radford city	149,094	25,627	24.7	25.6	16.1	17.9	.0050
Radford	149,094	25,627	24.7	25.6	16.1	17.9	.0050
Rappahannock	75,212	22,867	23.7	26.4	15.3	13.4	.0018
Richmond	71,574	21,397	23.9	29.1	13.5	10.6	.0023
Rockbridge	152,621	20,683	26.9	29.7	13.9	8.1	.0063
Rockingham	554,566	23,070	24.6	32.2	15.0	10.2	.0156
Russell	292,247	19,867	26.6	28.6	13.7	7.4	.0090
☐ Scott	257,050	21,954	24.2	24.4	15.2	14.3	.0064
Shenandoah	325,718	22,292	26.6	29.7	15.1	10.7	.0103
Smyth	354,013	23,164	25.6	31.4	16.0	10.3	.0111
Southampton	141,378	20,828	21.2	27.4	15.2	8.9	.0046
South Boston city	74,944	22,231	24.1	31.1	13.1	11.1	.0043
South Boston	74,944	22,231	24.1	31.1	13.1	11.1	.0043
Spotsylvania	478,526	30,748	17.3	29.8	24.2	17.3	.0159
☐ Stafford	689,207	34,991	15.7	26.0	24.7	25.4	.0195
Staunton city	242,592	23,438	24.6	28.9	17.0	12.2	.0091
Staunton	242,592	23,438	24.6	28.9	17.0	12.2	.0091
Surry	56,689	20,620	26.1	29.5	12.9	9.0	.0016
Sussex	97,672	22,429	22.2	28.1	14.4	11.7	.0037
Tazewell	415,362	18,827	28.8	30.3	11.3	5.4	.0165
Warren	233,131	20,425	28.0	30.3	14.6	6.2	.0080
☐ Washington	484,710	21,164	26.5	28.1	14.8	9.6	.0146
Waynesboro city	238,748	26,066	22.4	30.6	17.7	15.8	.0085
Waynesboro	238,748	26,066	22.4	30.6	17.7	15.8	.0085
Westmoreland	140,297	18,012	29.0	25.1	11.2	8.1	.0043
Winchester city	288,943	23,061	26.1	25.1	14.8	16.4	.0121
Winchester	288,943	23,061	26.1	25.1	14.8	16.4	.0121
Wise	448,893	23,208	23.8	28.4	16.9	11.0	.0149
Wythe	247,926	20,299	29.7	30.6	12.5	7.7	.0097
TOTAL METRO COUNTIES	**63,400,357**	**32,305**	**17.3**	**25.0**	**19.3**	**26.4**	**1.9530**
TOTAL STATE	**80,729,925**	**29,061**	**19.4**	**26.0**	**18.2**	**22.3**	**2.5235**

Washington

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BELLINGHAM	**117.3**	**.0478**	**31.0**	**13.8**	**20.0**	**17.7**	**24.2**	**45.4**	**701,630**	**158,100**	**81,131**	**74,735**	**46,100**	**122,560**	**23,155**
Whatcom	117.3	.0478	31.0	13.8	20.0	17.7	24.2	45.4	701,630	158,100	81,131	74,735	46,100	122,560	23,155
• Bellingham	46.3	.0189	30.6	19.9	20.4	15.0	26.0	19.4	480,449	104,160	53,585	61,766	34,405	80,615	18,708
SUBURBAN TOTAL	71.0	.0289	31.2	9.9	19.8	19.4	23.0	26.0	221,181	53,940	27,546	12,969	11,695	41,945	4,447
BREMERTON	**173.1**	**.0704**	**31.4**	**11.7**	**19.4**	**20.2**	**22.7**	**64.4**	**794,435**	**179,374**	**89,888**	**75,629**	**40,573**	**156,769**	**51,856**
Kitsap	173.1	.0704	31.4	11.7	19.4	20.2	22.7	64.4	794,435	179,374	89,888	75,629	40,573	156,769	51,856
• Bremerton	35.8	.0146	29.6	20.5	19.0	14.1	25.7	14.5	411,787	65,769	46,322	65,348	26,099	100,549	29,369
SUBURBAN TOTAL	137.3	.0558	31.8	9.4	19.7	21.8	21.9	49.9	382,648	113,605	43,566	10,281	14,474	56,220	22,487
OLYMPIA	**151.5**	**.0617**	**31.8**	**10.1**	**19.4**	**20.7**	**23.1**	**59.5**	**885,377**	**226,900**	**86,116**	**119,944**	**49,393**	**157,343**	**32,217**
Thurston	151.5	.0617	31.8	10.1	19.4	20.7	23.1	59.5	885,377	226,900	86,116	119,944	49,393	157,343	32,217
• Olympia	31.2	.0127	33.5	10.8	19.4	19.3	27.8	13.9	477,494	86,001	40,881	74,758	34,573	123,233	11,629
SUBURBAN TOTAL	120.3	.0490	31.4	9.9	19.2	21.1	21.9	45.6	407,883	140,899	45,235	45,186	14,820	34,110	20,588
RICHLAND - KENNEWICK - PASCO	**142.4**	**.0580**	**30.0**	**10.7**	**20.2**	**20.3**	**19.6**	**51.4**	**850,802**	**200,240**	**74,049**	**112,849**	**34,339**	**157,241**	**46,125**
Benton	106.1	.0432	30.3	10.4	20.6	21.5	18.9	38.3	588,664	147,833	51,649	85,978	28,509	79,104	34,325
• Kennewick	37.6	.0153	28.7	13.0	23.9	18.9	16.0	14.2	355,977	78,000	26,774	63,858	15,577	45,608	20,263
• Richland	30.7	.0125	32.9	9.2	17.9	23.3	23.0	11.5	171,970	48,367	18,210	21,582	9,941	17,605	12,743
Franklin	36.3	.0148	28.9	11.3	19.2	17.0	21.3	13.1	262,138	52,407	22,400	26,871	5,830	78,137	11,800
• Pasco	18.9	.0077	29.2	13.5	18.2	14.6	24.7	7.4	224,067	36,289	18,160	24,448	5,559	74,056	10,545
SUBURBAN TOTAL	55.2	.0225	29.8	8.9	19.8	21.5	18.3	18.3	98,788	37,584	10,905	2,961	3,262	19,972	2,574
SEATTLE	**1,796.8**	**.7316**	**32.6**	**11.1**	**20.8**	**21.3**	**23.7**	**724.0**	**13,063,631**	**2,642,904**	**1,570,527**	**1,406,424**	**673,442**	**2,625,887**	**471,413**
King	1,395.2	.5681	32.9	11.4	20.9	21.2	24.5	571.2	10,741,572	2,167,414	1,337,283	1,112,532	530,461	2,145,458	404,700
• Auburn	30.7	.0125	31.3	13.3	19.3	19.3	23.5	12.6	361,659	62,952	21,425	1,907	14,511	185,353	13,396
Bellevue	82.5	.0336	33.6	11.9	17.1	26.5	21.2	32.8	1,149,102	150,500	103,249	103,948	65,561	287,088	36,142
• Seattle	487.9	.1986	34.2	13.1	22.9	16.8	31.2	227.7	4,075,580	746,373	608,023	411,667	198,412	723,036	135,155
Snohomish	401.6	.1635	31.5	10.2	20.0	21.5	21.5	152.8	2,322,059	475,490	233,244	293,892	142,981	480,429	66,713
• Everett	61.9	.0252	33.4	12.3	17.8	17.1	30.0	27.1	711,280	112,261	79,250	125,230	38,813	155,688	26,653
SUBURBAN TOTAL	1,216.3	.4953	31.9	10.2	20.1	23.3	20.4	456.6	7,915,112	1,721,318	861,829	867,620	421,706	1,561,810	296,209
SEATTLE - TACOMA CONSOLIDATED AREA	***2,343.7***	***.9543***	***32.2***	***11.6***	***20.3***	***20.8***	***23.5***	***932.6***	***16,180,110***	***3,269,494***	***1,888,941***	***1,750,377***	***833,486***	***3,334,643***	***567,510***
SPOKANE	**358.5**	**.1459**	**31.9**	**11.7**	**18.7**	**18.7**	**25.4**	**141.5**	**2,181,844**	**465,647**	**220,652**	**254,907**	**133,007**	**194,339**	**69,492**
Spokane	358.5	.1459	31.9	11.7	18.7	18.7	25.4	141.5	2,181,844	465,647	220,652	254,907	133,007	494,339	69,492
• Spokane	174.8	.0712	33.1	12.4	18.7	15.8	30.7	76.3	1,388,958	284,499	140,766	193,305	93,659	289,708	47,978
SUBURBAN TOTAL	183.7	.0747	30.6	11.1	18.4	21.6	20.4	65.2	792,886	181,148	79,886	61,602	39,348	204,631	21,514
TACOMA	**546.9**	**.2227**	**30.9**	**13.1**	**18.6**	**19.5**	**22.8**	**208.6**	**3,116,479**	**626,590**	**318,414**	**343,953**	**160,044**	**708,756**	**96,097**
Pierce	546.9	.2227	30.9	13.1	18.6	19.5	22.8	208.6	3,116,479	626,590	318,414	343,953	160,044	708,756	96,097
• Tacoma	162.1	.0660	32.5	11.8	18.2	16.8	28.7	69.1	1,460,138	213,454	146,809	255,361	83,270	371,966	40,737
SUBURBAN TOTAL	384.8	.1567	30.2	13.6	18.7	20.6	20.5	139.5	1,656,341	413,136	171,605	88,592	76,774	336,790	55,360
VANCOUVER	**216.6**	**.0882**	**31.0**	**9.5**	**19.7**	**20.6**	**21.5**	**81.4**	**900,285**	**219,687**	**108,483**	**171,375**	**43,451**	**156,114**	**37,330**
Clark	216.6	.0882	31.0	9.5	19.7	20.6	21.5	81.4	900,285	219,687	108,483	171,375	43,451	156,114	37,330
• Vancouver	44.5	.0181	33.8	12.9	18.1	16.2	31.6	20.8	294,384	54,578	40,580	27,237	17,203	92,256	10,050
SUBURBAN TOTAL	172.1	.0701	30.3	8.6	20.2	21.7	18.9	60.6	605,901	165,109	67,903	144,138	26,248	63,858	27,280
YAKIMA	**185.6**	**.0755**	**32.3**	**9.8**	**16.8**	**18.8**	**26.6**	**68.9**	**962,053**	**234,288**	**92,954**	**107,099**	**36,054**	**204,829**	**31,793**
Yakima	185.6	.0755	32.3	9.8	16.8	18.8	26.6	68.9	962,053	234,288	92,954	107,099	36,054	204,829	31,793
• Yakima	50.0	.0204	34.1	10.8	17.4	17.0	31.3	21.0	549,228	103,857	55,005	72,408	24,247	130,900	17,031
SUBURBAN TOTAL	135.6	.0551	31.6	9.4	16.4	19.5	24.9	47.9	412,825	130,431	37,949	34,691	11,807	73,929	14,762
OTHER COUNTIES															
Adams	14.0	.0057	30.3	8.9	16.9	19.2	22.8	5.2	57,956	18,102	6,338	1,825	1,801	7,863	3,030
Asotin	17.5	.0072	33.4	9.4	16.7	18.4	29.0	7.0	58,612	23,739	8,313	45	3,531	4,237	3,828
Chelan	49.8	.0202	35.5	9.3	16.6	19.2	31.5	20.7	331,941	64,231	31,104	30,482	18,346	74,445	15,566

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WASH. (cont.)

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Clallam	54.4	.0222	33.9	10.0	17.5	17.7	30.3	21.9	274,065	62,520	27,248	30,165	11,730	57,569	14,594
Columbia	4.1	.0016	39.5	5.4	14.8	18.8	37.4	1.6	12,523	4,942	1,633	594	430	670	440
Cowlitz	79.8	.0325	32.0	9.7	18.4	19.7	24.8	30.9	480,384	124,026	54,067	65,215	18,528	109,129	14,860
Douglas	24.3	.0099	32.6	8.8	18.2	21.6	24.1	9.5	110,764	46,407	10,823	4,641	2,190	8,952	6,724
Ferry	6.3	.0026	29.7	10.2	19.2	19.0	20.8	2.1	11,023	6,167	911		280	2,112	266
Garfield	2.3	.0009	38.9	6.2	14.3	19.1	36.0	1.0	3,192	1,547	232		114	70	305
Grant	54.2	.0221	31.3	9.6	16.5	18.9	25.1	20.1	244,203	67,958	27,854	6,957	7,817	45,620	12,051
Grays Harbor	63.6	.0259	33.3	9.6	17.2	18.9	28.2	25.2	332,310	104,265	39,258	16,905	22,360	49,430	17,731
Island	52.3	.0212	31.4	12.7	18.6	18.5	24.8	19.8	186,337	57,720	25,081	5,190	14,866	34,591	6,547
Jefferson	18.9	.0077	37.0	7.0	17.8	18.6	34.1	7.9	75,946	24,480	7,484	1,741	1,852	4,539	791
Kittitas	24.9	.0102	30.3	19.9	17.1	16.8	25.1	9.8	149,281	41,124	20,476	11,355	4,008	25,106	1,667
Klickitat	16.5	.0067	32.6	8.5	18.2	18.9	26.7	6.2	47,925	14,370	4,274	673	846	12,114	2,099
Lewis	58.1	.0237	33.7	8.8	15.9	19.1	28.8	22.4	334,838	87,836	34,814	36,850	11,383	58,637	15,718
Lincoln	9.5	.0038	37.5	6.5	15.1	19.4	34.0	3.8	26,655	10,637	2,233	565	149	5,074	1,628
Mason	36.4	.0148	34.4	10.6	16.3	18.5	30.5	14.2	132,091	52,519	13,275	7,458	5,409	16,019	3,049
Okanogan	32.8	.0134	33.4	8.1	17.2	20.1	27.2	12.8	166,558	46,323	16,570	29,559	5,533	19,918	6,950
Pacific	17.3	.0070	38.2	7.8	15.2	17.0	36.8	7.4	65,711	22,323	10,245	3,628	993	4,430	2,958

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WASH. (cont.)

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
				% of Population by Age Group											
Pend Oreille	9.1	.0037	33.5	6.9	16.2	20.4	27.2	3.3	38,900	20,954	2,074	305	191	4,936	2,120
San Juan	9.5	.0039	38.5	5.7	19.7	18.3	36.7	4.2	36,889	14,869	4,267	749	290	1,256	848
Skagit	70.2	.0285	34.1	9.0	17.7	19.1	29.4	28.1	504,908	125,775	55,920	15,831	19,754	139,210	23,268
Skamania	8.2	.0034	32.3	8.7	18.1	21.5	23.5	3.1	9,185	4,483	1,294	330		432	279
Stevens	31.8	.0130	31.0	7.7	18.6	20.3	22.2	11.0	90,794	26,744	9,562	2,453	4,176	17,102	2,795
Wahkiakum	3.5	.0014	34.0	7.2	16.5	18.4	29.9	1.4	6,691	3,917	987	210	93	141	
Walla Walla	48.2	.0196	33.2	13.0	17.3	18.0	28.9	18.0	243,786	52,651	22,591	24,191	13,110	58,604	13,235
Whitman	42.7	.0174	25.6	30.6	17.6	14.7	18.9	15.2	122,861	41,394	10,281	1,570	4,596	28,878	4,772
TOTAL METRO COUNTIES	**3,688.7**	**1.5018**	**31.9**	**11.4**	**19.9**	**20.4**	**23.5**	**1,445.1**	**23,456,536**	**4,953,730**	**2,642,214**	**2,666,915**	**1,216,403**	**4,783,838**	**859,478**
TOTAL STATE	**4,548.9**	**1.8520**	**32.1**	**11.3**	**19.2**	**20.1**	**24.3**	**1,778.9**	**27,612,865**	**6,125,753**	**3,091,423**	**2,966,402**	**1,390,779**	**5,574,922**	**1,037,597**

WASH.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BELLINGHAM	**1,330,722**	**22,216**	**24.1**	**27.5**	**15.3**	**11.6**	**.0439**
Whatcom	1,330,722	22,216	24.1	27.5	15.3	11.6	.0439
• Bellingham	529,057	18,995	25.2	24.7	12.6	10.6	.0214
SUBURBAN TOTAL	801,665	24,645	23.2	29.8	17.3	12.3	.0225
BREMERTON	**2,154,426**	**27,087**	**21.5**	**29.2**	**19.3**	**15.4**	**.0631**
Kitsap	2,154,426	27,087	21.5	29.2	19.3	15.4	.0631
• Bremerton	431,999	21,219	26.2	27.8	14.4	10.3	.0177
SUBURBAN TOTAL	1,722,427	28,872	20.1	29.7	20.7	16.9	.0454
OLYMPIA	**2,006,372**	**27,084**	**21.5**	**26.5**	**19.1**	**17.6**	**.0610**
Thurston	2,006,372	27,084	21.5	26.5	19.1	17.6	.0610
• Olympia	446,677	23,404	22.7	25.0	14.2	17.5	.0188
SUBURBAN TOTAL	1,559,695	28,320	21.2	26.9	20.7	17.6	.0422
RICHLAND - KENNEWICK - PASCO	**2,049,546**	**34,398**	**15.3**	**24.1**	**22.4**	**26.5**	**.0602**
Benton	1,408,848	36,763	13.8	23.2	23.5	29.5	.0453
• Kennewick	551,201	33,710	16.5	25.1	23.0	24.7	.0186
• Richland	529,357	41,335	12.0	20.6	22.5	36.7	.0141
Franklin	440,698	27,577	19.5	26.4	19.6	17.8	.0149
• Pasco	218,825	24,273	20.7	26.8	18.5	12.8	.0093
SUBURBAN TOTAL	750,163	35,313	15.0	24.4	23.5	27.0	.0182
SEATTLE	**30,016,271**	**33,476**	**16.5**	**23.6**	**20.0**	**27.5**	**.8685**
King	24,098,039	33,685	16.4	23.1	19.5	28.4	.6984
• Auburn	455,931	30,436	17.6	26.9	20.5	21.5	.0166
Bellevue	1,676,408	41,026	14.0	21.5	18.5	39.5	.0552
• Seattle	8,292,834	26,124	21.0	24.2	16.1	20.9	.2483
Snohomish	5,918,232	32,839	16.5	25.9	21.8	24.0	.1701
• Everett	873,975	24,883	21.0	25.7	17.2	16.2	.0325
SUBURBAN TOTAL	20,393,531	37,116	13.9	23.2	22.1	31.6	.5711
SEATTLE - TACOMA CONSOLIDATED AREA	*36,082,515*	*30,566*	*18.3*	*24.8*	*19.1*	*23.7*	*1.0683*
SPOKANE	**4,028,304**	**21,958**	**24.3**	**28.1**	**15.4**	**10.6**	**.1345**
Spokane	4,028,304	21,958	24.3	28.1	15.4	10.6	.1345
• Spokane	1,974,949	19,172	26.1	26.6	12.9	8.4	.0720
SUBURBAN TOTAL	2,053,355	25,521	22.2	29.7	18.4	13.1	.0625
TACOMA	**6,066,244**	**22,511**	**24.6**	**28.5**	**16.0**	**10.7**	**.1998**
Pierce	6,066,244	22,511	24.6	28.5	16.0	10.7	.1998
• Tacoma	1,731,577	19,083	25.5	26.5	13.5	7.9	.0686
SUBURBAN TOTAL	4,334,667	24,233	24.2	29.4	17.3	12.0	.1312

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
VANCOUVER	**2,650,201**	**27,454**	**19.8**	**29.3**	**19.6**	**15.3**	**.0765**
Clark	2,650,201	27,454	19.8	29.3	19.6	15.3	.0765
• Vancouver	563,285	19,677	25.6	25.4	12.9	11.1	.0181
SUBURBAN TOTAL	2,086,916	29,737	17.8	30.7	22.0	16.7	.0584
YAKIMA	**1,898,401**	**20,473**	**25.7**	**26.7**	**14.5**	**9.8**	**.0634**
Yakima	1,898,401	20,473	25.7	26.7	14.5	9.8	.0634
• Yakima	561,309	19,273	26.1	24.9	13.5	10.0	.0235
SUBURBAN TOTAL	1,337,092	20,990	25.5	27.6	14.9	9.7	.0399
OTHER COUNTIES							
Adams	174,777	27,312	19.6	29.9	19.5	15.8	.0049
Asotin	211,850	23,770	22.6	24.0	19.0	13.9	.0059
Chelan	601,402	21,651	25.8	26.3	15.3	11.9	.0198
Clallam	612,449	21,979	26.3	29.1	15.0	10.0	.0193
Columbia	48,313	23,829	22.7	27.6	18.1	12.0	.0014
Cowlitz	999,177	27,370	18.6	27.6	20.8	14.9	.0314
Douglas	286,985	24,423	23.9	27.0	18.9	12.9	.0085
Ferry	62,593	24,244	20.4	28.8	17.1	12.8	.0018
Garfield	31,127	24,824	23.1	29.6	17.4	14.1	.0008
Grant	569,868	22,745	24.3	28.7	15.8	11.7	.0180
Grays Harbor	845,386	26,920	19.8	25.2	18.7	18.3	.0248
Island	638,521	23,504	27.0	29.2	14.8	14.2	.0178
Jefferson	233,753	21,729	25.7	27.1	14.9	11.8	.0068
Kittitas	232,173	16,565	27.3	24.3	10.7	6.6	.0085
Klickitat	184,049	23,759	24.5	28.3	17.3	12.2	.0052
Lewis	647,775	22,236	23.7	26.7	15.9	12.3	.0213
Lincoln	145,373	29,318	19.7	29.3	18.4	20.9	.0037
Mason	412,393	22,636	25.4	28.9	15.3	11.9	.0118
Okanogan	268,452	15,857	28.3	26.0	9.1	4.5	.0102
Pacific	189,578	18,621	27.0	24.7	13.6	8.5	.0056
Pend Oreille	73,335	16,909	26.6	26.5	11.7	5.8	.0026
San Juan	134,879	23,424	23.5	28.9	14.7	14.4	.0036
Skagit	829,880	22,866	23.6	28.2	15.4	12.3	.0285
Skamania	63,175	17,126	33.1	30.4	6.2	2.7	.0018
Stevens	301,502	21,551	24.8	28.1	15.9	9.7	.0090
Wahkiakum	37,206	21,437	20.0	32.9	12.2	8.1	.0008
Walla Walla	561,322	23,214	23.1	26.6	16.6	13.7	.0176
Whitman	492,497	22,039	26.2	25.1	14.5	14.7	.0136
TOTAL METRO COUNTIES	**52,200,487**	**28,427**	**19.7**	**25.7**	**18.6**	**20.4**	**1.5709**
TOTAL STATE	**62,090,277**	**27,225**	**20.5**	**26.0**	**18.1**	**18.9**	**1.8759**

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West Virginia

S&MM ESTIMATES

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture Furnish. Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
CHARLESTON	**267.3**	**.1088**	**33.7**	**9.8**	**17.9**	**20.0**	**27.8**	**105.8**	**1,752,730**	**382,580**	**129,655**	**226,492**	**72,182**	**442,357**	**71,146**
Kanawha	222.5	.0906	34.1	10.0	17.9	19.5	28.8	89.6	1,584,932	341,797	118,194	219,486	69,111	388,870	67,049
• Charleston	57.5	.0234	37.5	9.6	17.1	17.9	35.2	25.7	817,365	128,562	70,582	161,529	30,678	197,184	27,440
Putnam	44.8	.0182	32.1	9.0	18.9	22.4	22.1	16.2	167,798	40,783	11,461	7,006	3,071	53,487	4,097
SUBURBAN TOTAL	209.8	.0854	33.0	9.9	18.1	20.6	25.7	80.1	935,365	254,018	59,073	64,963	41,504	245,173	43,706
HUNTINGTON - ASHLAND	**334.0**	**.1360**	**33.3**	**10.3**	**16.4**	**20.2**	**26.9**	**124.4**	**1,946,436**	**397,477**	**160,713**	**377,132**	**90,441**	**363,689**	**78,966**
Cabell	104.2	.0424	34.3	11.8	16.1	19.0	30.0	41.8	1,040,982	167,301	90,487	240,437	44,990	208,610	33,296
• Huntington	59.4	.0242	36.8	13.3	14.8	16.6	35.4	25.5	690,609	130,974	72,234	79,546	36,276	157,770	27,730
Wayne	46.5	.0190	32.6	9.7	16.4	20.9	25.1	16.8	141,154	34,744	8,488	31,471	3,175	21,297	1,812
Boyd, Ky.	*54.4*	*.0221*	*34.1*	*9.7*	*16.9*	*20.8*	*27.7*	*20.4*	*397,392*	*82,189*	*35,003*	*76,040*	*15,249*	*72,487*	*22,945*
• *Ashland*	*26.2*	*.0107*	*38.1*	*9.4*	*14.3*	*19.2*	*34.9*	*10.7*	*319,980*	*52,409*	*30,758*	*72,946*	*13,756*	*64,409*	*21,646*
Carter, Ky.	*26.0*	*.0106*	*31.0*	*10.9*	*16.0*	*19.6*	*24.0*	*8.8*	*92,965*	*26,316*	*6,466*	*8,813*	*9,470*	*13,417*	*4,904*
Greenup, Ky.	*39.1*	*.0159*	*32.1*	*9.2*	*17.0*	*22.1*	*23.0*	*13.3*	*89,703*	*31,919*	*5,598*	*3,684*	*4,170*	*18,974*	*3,563*
Lawrence, Ohio	*63.8*	*.0260*	*32.9*	*9.2*	*15.9*	*20.4*	*26.3*	*23.3*	*184,240*	*55,008*	*14,671*	*16,687*	*13,387*	*28,904*	*12,446*
SUBURBAN TOTAL	248.4	.1011	32.2	9.7	17.0	21.2	24.0	88.2	935,847	214,094	57,721	224,640	40,409	141,510	29,590
PARKERSBURG - MARIETTA	**157.7**	**.0642**	**33.2**	**10.1**	**16.7**	**20.4**	**26.6**	**59.6**	**968,855**	**178,630**	**81,270**	**152,244**	**45,890**	**219,818**	**46,266**
Wood	92.0	.0375	33.6	9.6	16.7	20.6	27.1	35.8	632,790	112,643	50,305	117,127	29,021	151,585	20,012
• Parkersburg	38.7	.0158	36.4	9.7	15.4	17.8	34.0	16.6	432,115	89,349	35,722	63,417	15,401	121,707	16,795
Washington, Ohio	*65.7*	*.0267*	*32.6*	*10.8*	*16.5*	*20.2*	*25.8*	*23.8*	*336,065*	*65,987*	*30,965*	*35,117*	*16,869*	*68,233*	*26,254*
• *Marietta*	*16.6*	*.0068*	*33.1*	*15.7*	*15.7*	*16.1*	*30.9*	*6.5*	*197,117*	*35,394*	*22,781*	*29,709*	*10,356*	*28,287*	*20,672*
SUBURBAN TOTAL	102.4	.0416	32.2	9.4	17.1	22.1	23.1	36.5	339,623	53,887	22,767	59,118	20,133	69,824	8,799
STEUBENVILLE - WEIRTON	**152.6**	**.0622**	**34.3**	**10.3**	**16.0**	**19.2**	**29.6**	**57.1**	**731,105**	**199,244**	**64,297**	**91,824**	**34,524**	**129,402**	**33,278**
Brooke	29.1	.0119	33.2	11.9	16.1	19.4	27.7	10.6	111,217	32,077	14,154	7,692	6,596	16,391	6,327
Hancock	38.6	.0157	33.8	9.9	16.5	19.7	28.3	14.8	207,544	69,878	20,240	22,582	5,980	29,929	12,826
• Weirton	23.2	.0094	36.6	10.3	15.4	19.2	32.8	9.3	195,531	55,106	19,930	24,392	6,187	33,817	11,940
Jefferson, Ohio	*84.9*	*.0346*	*34.9*	*10.0*	*15.6*	*19.0*	*30.9*	*31.7*	*412,344*	*97,289*	*29,903*	*61,550*	*21,948*	*83,082*	*14,125*
• *Steubenville*	*23.4*	*.0095*	*39.0*	*11.0*	*14.2*	*16.6*	*38.1*	*9.3*	*227,640*	*36,249*	*17,007*	*47,442*	*15,713*	*41,424*	*10,402*
SUBURBAN TOTAL	106.0	.0433	33.1	10.2	16.6	19.8	27.0	38.5	307,934	107,889	27,360	19,990	12,624	54,161	10,936
WHEELING	**176.4**	**.0719**	**34.6**	**10.3**	**16.4**	**17.9**	**31.4**	**68.5**	**1,048,816**	**226,297**	**84,322**	**193,169**	**58,144**	**194,111**	**39,012**
Marshall	39.7	.0162	33.1	9.2	18.0	19.1	27.5	14.8	158,695	50,275	10,034	25,784	6,053	29,283	7,137
Ohio	57.5	.0234	35.4	12.4	15.5	17.1	33.4	23.0	369,802	65,090	37,274	26,483	30,556	92,228	13,982
• Wheeling	39.8	.0162	38.2	11.1	14.7	16.7	37.0	16.8	317,851	61,384	31,003	26,185	29,515	78,268	13,073
Belmont, Ohio	*79.2*	*.0323*	*34.9*	*9.4*	*16.2*	*18.0*	*31.9*	*30.7*	*520,319*	*110,932*	*37,014*	*140,902*	*21,535*	*72,600*	*17,893*
SUBURBAN TOTAL	136.6	.0557	33.9	10.1	16.8	18.3	29.8	51.7	730,965	164,913	53,319	166,984	28,629	115,843	25,939
OTHER COUNTIES															
Barbour	16.5	.0067	32.9	11.2	15.7	17.6	29.1	6.1	44,745	13,738	3,381	1,666	1,938	11,008	1,923
Berkeley	52.7	.0215	33.1	9.3	17.4	19.9	26.7	20.2	274,026	79,514	17,232	24,706	5,251	50,259	11,630
Boone	31.0	.0126	30.4	10.2	18.2	18.2	23.5	10.9	133,018	44,338	7,762	18,486	4,409	18,620	8,470
Braxton	14.3	.0058	34.7	8.7	15.7	17.9	31.7	5.5	102,030	25,981	4,839	10,848	1,286	21,363	3,688
Calhoun	8.8	.0036	33.6	9.1	16.6	17.4	30.3	3.3	23,076	8,315	351	1,747	576	4,726	2,078
Clay	11.5	.0047	30.8	9.1	16.3	17.7	25.4	4.1	26,772	12,027	773	1,795	1,104	3,362	877
Doddridge	8.0	.0032	33.8	8.8	15.2	17.9	30.2	2.8	9,719	3,685	458	131	389	862	419
Fayette	56.8	.0232	32.6	10.7	15.9	16.4	29.8	21.0	252,662	49,166	13,576	29,125	15,652	75,887	14,758
Gilmer	8.3	.0033	31.2	16.2	14.9	16.3	28.0	3.0	21,905	7,543	1,507	836	305	6,096	1,250
Grant	10.0	.0041	33.1	8.6	17.0	20.0	26.8	3.5	31,098	9,990	1,246	1,226	525	10,265	627
Greenbrier	37.5	.0153	34.4	9.3	15.9	19.0	30.2	14.4	227,126	70,957	13,229	22,255	2,507	57,816	12,452
Hampshire	16.3	.0066	33.3	8.6	16.2	19.2	28.0	5.9	53,050	15,475	2,569	1,562	1,012	12,744	1,909
Hardy	10.1	.0041	34.7	9.2	15.9	19.2	30.4	3.7	50,012	17,208	3,083	4,628	667	4,452	1,853
Harrison	75.8	.0309	35.2	9.4	15.6	18.3	31.9	29.4	421,814	105,270	31,005	65,862	12,877	86,305	20,422
Jackson	26.9	.0110	33.4	9.6	15.3	23.2	24.4	9.6	97,044	37,137	8,758	7,638	2,546	8,371	2,828
Jefferson	35.2	.0143	31.5	11.5	17.9	19.4	24.4	12.5	107,859	35,597	19,321	3,721	4,191	10,820	3,552
Lewis	18.6	.0075	35.7	8.6	15.7	18.5	32.3	7.1	91,677	23,938	7,109	10,033	6,680	22,722	2,968
Lincoln	23.4	.0096	31.0	9.7	16.4	19.1	24.3	7.9	37,071	12,892	2,578	2,955	1,563	6,264	1,248
Logan	49.5	.0201	30.1	10.3	17.9	17.3	24.0	17.4	236,652	48,801	13,396	38,534	11,811	50,941	15,150
McDowell	45.6	.0186	29.8	10.2	16.3	16.2	25.3	15.7	124,370	45,154	5,466	9,962	6,749	25,821	6,196
Marion	63.2	.0257	34.7	10.5	15.8	18.0	31.6	24.9	421,641	98,596	21,312	86,329	26,835	78,165	17,518
Mason	26.3	.0107	33.2	9.7	16.3	20.9	26.1	9.9	91,713	32,628	6,000	6,687	1,402	8,122	6,907
Mercer	71.2	.0290	33.2	10.5	16.8	17.8	29.1	27.3	561,717	101,384	34,659	113,930	27,283	142,796	23,046
☐ Mineral	27.7	.0113	33.4	9.3	16.4	20.0	27.3	10.3	61,822	16,052	5,057	5,699	2,848	13,762	3,507
Mingo	37.1	.0151	28.9	10.8	17.3	17.3	22.1	12.6	185,133	30,224	6,414	19,068	15,283	45,759	10,384
Monongalia	74.1	.0301	28.9	21.7	19.2	16.1	22.2	28.8	414,090	97,289	26,031	58,994	27,772	75,674	16,819
Monroe	13.5	.0055	34.8	8.1	15.5	19.1	30.5	4.8	13,632	3,182	413	875	265	2,735	1,787
Morgan	11.2	.0046	34.8	9.0	15.7	19.8	29.9	4.4	26,378	8,033	1,499	2,410	392	4,593	767
Nicholas	29.3	.0119	31.4	9.5	17.3	18.7	25.1	10.5	128,805	37,320	5,980	20,730	2,976	25,254	5,526
Pendleton	8.0	.0033	34.7	9.5	16.2	18.3	31.2	3.0	17,914	7,118	719	613	272	5,633	351
Pleasants	8.2	.0033	31.6	11.0	17.0	18.4	25.8	2.9	20,910	6,246	1,310	1,070	135	6,833	1,041
Pocahontas	10.0	.0041	36.0	8.9	15.0	18.7	32.6	3.8	53,027	11,467	7,594	2,564	770	17,494	1,957
Preston	31.6	.0129	32.5	9.5	16.4	18.5	27.5	11.3	120,765	32,857	4,685	7,429	1,945	50,131	2,194
Raleigh	85.6	.0348	32.4	9.1	17.8	18.0	27.4	32.0	502,602	107,656	31,443	97,194	24,152	109,776	21,460
Randolph	29.3	.0120	32.9	11.6	16.6	18.3	28.2	10.5	150,955	34,883	12,113	15,313	5,115	37,682	6,988
Ritchie	11.7	.0047	34.9	8.9	15.4	17.7	32.2	4.5	34,918	13,081	2,161	1,340	738	11,804	881
Roane	15.8	.0065	34.4	8.9	16.2	19.3	29.8	5.5	81,721	26,269	2,100	7,276	313	23,403	3,703
Summers	15.3	.0062	33.6	9.5	18.8	17.9	29.4	5.2	46,947	16,380	1,613	7,256	1,175	5,647	1,468

W.VA. (cont.)

POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Taylor	16.6	.0068	33.8	8.7	16.5	18.3	29.7	6.1	45,829	11,584	3,557	4,711	1,803	8,789	2,819
Tucker	8.5	.0034	34.6	8.6	16.0	19.1	30.3	3.4	41,863	11,126	3,832	2,558	264	5,637	1,915
Tyler	10.9	.0045	33.5	8.8	15.4	19.7	28.1	4.0	22,193	6,230	1,315	830	582	6,006	1,248
Upshur	23.8	.0096	31.3	13.5	16.5	18.1	25.8	8.9	112,801	27,974	10,220	11,868	1,970	28,917	5,231
Webster	12.4	.0050	31.7	9.0	16.4	17.2	27.4	4.4	35,631	10,525	677	1,663	249	6,463	1,233
Wetzel	21.5	.0088	33.4	8.9	16.1	19.9	27.5	7.9	130,278	41,661	8,761	12,275	5,038	24,832	7,113
Wirt	5.1	.0020	34.0	9.5	14.3	21.0	27.6	1.8	7,067	1,756	513	171		1,482	
Wyoming	35.0	.0143	28.9	10.7	18.6	18.3	20.3	11.8	136,018	42,700	3,179	16,671	4,798	33,618	4,677
TOTAL METRO COUNTIES	**702.6**	**.2862**	**33.8**	**10.3**	**17.0**	**19.7**	**28.3**	**273.7**	**4,476,736**	**930,640**	**365,694**	**703,767**	**201,401**	**1,005,442**	**170,045**
TOTAL STATE	**1,934.6**	**.7877**	**32.9**	**10.5**	**16.8**	**18.8**	**27.7**	**727.9**	**10,247,010**	**2,415,535**	**721,433**	**1,461,308**	**434,966**	**2,261,391**	**431,376**

W.VA.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**3,245,862**	**24,176**	**22.2**	**28.9**	**17.2**	**12.3**	**.1064**
Kanawha	2,777,909	24,067	22.4	28.2	16.9	13.0	.0923
• Charleston	831,215	21,786	23.3	23.3	14.1	15.8	.0335
Putnam	467,953	24,696	21.0	32.5	19.0	6.7	.0141
SUBURBAN TOTAL	2,414,647	24,850	21.8	30.7	18.2	11.2	.0729
HUNTINGTON - ASHLAND	**3,324,725**	**19,923**	**24.3**	**26.8**	**14.6**	**8.5**	**.1171**
Cabell	1,061,288	18,134	26.9	25.5	12.5	7.8	.0453
• Huntington	613,964	16,048	27.8	23.3	10.2	7.2	.0278
Wayne	448,461	20,279	24.1	26.6	15.5	8.6	.0136
Boyd, Ky.	*583,909*	*21,529*	*22.3*	*26.4*	*16.8*	*9.6*	*.0212*
• *Ashland*	*301,515*	*19,335*	*23.4*	*24.2*	*14.2*	*10.3*	*.0131*
Carter, Ky.	*188,944*	*14,922*	*27.2*	*24.5*	*9.1*	*4.7*	*.0070*
Greenup, Ky.	*372,868*	*22,484*	*22.3*	*31.7*	*16.0*	*7.9*	*.0107*
Lawrence, Ohio	*669,255*	*22,703*	*22.0*	*27.7*	*17.0*	*10.5*	*.0193*
SUBURBAN TOTAL	2,409,246	21,302	23.5	28.2	15.9	8.6	.0762
PARKERSBURG - MARIETTA	**1,681,514**	**22,202**	**24.4**	**30.7**	**16.0**	**8.4**	**.0579**
Wood	1,007,009	22,234	24.1	30.2	15.7	8.9	.0355
• Parkersburg	417,905	18,740	26.5	27.7	11.9	7.4	.0181
Washington, Ohio	*674,505*	*22,157*	*24.9*	*31.3*	*16.4*	*7.7*	*.0224*
• *Marietta*	*170,021*	*18,467*	*28.6*	*27.0*	*11.7*	*7.3*	*.0078*
SUBURBAN TOTAL	1,093,588	24,386	22.7	32.6	18.6	9.1	.0320
STEUBENVILLE - WEIRTON	**1,634,540**	**23,649**	**21.6**	**29.6**	**18.7**	**8.8**	**.0521**
Brooke	273,843	22,337	23.6	34.9	14.9	5.3	.0088
Hancock	442,680	25,213	20.3	29.1	20.8	10.2	.0141
• Weirton	292,690	26,744	19.2	27.8	22.1	12.2	.0103
Jefferson, Ohio	*918,017*	*23,410*	*21.5*	*28.3*	*18.9*	*9.3*	*.0292*
• *Steubenville*	*262,883*	*19,835*	*21.9*	*23.1*	*16.2*	*10.3*	*.0104*
SUBURBAN TOTAL	1,078,967	23,788	22.1	31.6	18.5	7.6	.0314
WHEELING	**1,899,468**	**21,913**	**23.1**	**29.2**	**16.5**	**8.3**	**.0644**
Marshall	417,161	23,465	21.8	31.0	18.3	7.8	.0129
Ohio	614,909	19,234	25.3	26.5	13.7	8.1	.0214
• Wheeling	430,315	17,753	25.6	24.4	12.7	8.0	.0161
Belmont, Ohio	*867,398*	*23,064*	*22.4*	*29.8*	*17.9*	*8.7*	*.0301*
SUBURBAN TOTAL	1,469,153	23,166	22.4	30.5	17.8	8.4	.0483
OTHER COUNTIES							
Barbour	126,215	15,588	30.7	25.2	9.2	3.4	.0041
Berkeley	554,748	20,951	24.8	28.1	15.4	8.5	.0183
Boone	288,003	21,920	23.1	31.7	15.2	6.9	.0096
Braxton	117,867	15,550	28.2	24.0	10.1	4.6	.0050
Calhoun	65,494	14,101	30.9	22.9	7.8	3.4	.0021
Clay	87,730	16,092	27.1	25.3	9.8	4.1	.0029
Doddridge	49,120	13,204	33.6	19.7	6.8	2.4	.0017
Fayette	479,921	16,850	31.2	25.9	11.3	4.7	.0170
Gilmer	57,826	13,355	30.9	23.8	4.2	3.4	.0020
Grant	80,762	17,162	29.2	25.2	11.5	5.5	.0026
Greenbrier	343,357	17,194	29.9	26.5	10.5	6.0	.0129
Hampshire	124,724	15,684	31.8	25.0	8.8	4.2	.0042
Hardy	77,949	16,200	30.9	27.2	9.2	2.7	.0030
Harrison	745,155	18,723	27.2	27.5	12.3	7.0	.0260
Jackson	224,594	19,620	22.3	31.3	13.1	4.8	.0076
Jefferson	342,218	20,901	28.0	29.9	14.5	8.0	.0103
Lewis	161,542	16,587	27.3	26.7	10.9	4.5	.0058
Lincoln	178,828	17,509	25.1	28.4	11.5	4.9	.0054
Logan	481,511	20,888	26.2	27.9	15.0	9.1	.0161
McDowell	318,614	14,930	30.4	25.4	8.5	3.5	.0112
Marion	642,647	19,738	26.7	27.8	14.7	6.9	.0233
Mason	224,106	17,825	27.9	28.4	10.7	5.0	.0074
Mercer	666,115	17,905	28.5	27.2	11.2	6.2	.0272
☐ Mineral	253,538	19,608	26.2	30.6	12.3	6.1	.0073
Mingo	275,672	15,679	26.8	24.7	10.4	4.7	.0109
Monongalia	818,963	19,159	26.4	23.7	13.5	11.0	.0269
Monroe	116,957	18,451	29.9	26.7	13.4	5.5	.0032
Morgan	107,238	17,454	27.7	27.3	11.4	5.1	.0031
Nicholas	294,256	21,203	25.7	27.0	15.7	9.8	.0095
Pendleton	56,111	14,065	35.7	23.9	6.4	1.6	.0019
Pleasants	67,784	18,827	25.3	31.7	11.1	4.2	.0021
Pocahontas	68,358	13,446	32.3	21.2	6.4	2.4	.0029
Preston	266,531	17,378	27.6	27.7	10.4	5.3	.0092
Raleigh	866,265	20,606	26.7	28.8	14.5	8.0	.0303
Randolph	247,360	16,918	29.7	26.8	9.6	5.2	.0091
Ritchie	86,569	14,247	32.4	22.4	7.9	2.8	.0030
Roane	122,889	16,414	29.5	27.2	9.4	4.4	.0048
Summers	124,644	16,023	28.6	24.6	10.6	6.3	.0042
Taylor	162,612	20,420	26.1	27.5	14.5	9.0	.0047
Tucker	63,102	13,805	31.7	23.7	6.9	2.1	.0025
Tyler	120,226	24,062	22.7	24.9	21.8	10.7	.0032
Upshur	206,067	17,545	27.7	28.5	11.0	4.4	.0073
Webster	96,621	16,185	29.9	25.2	10.1	5.0	.0032
Wetzel	172,948	17,723	23.4	30.9	11.3	3.1	.0070
Wirt	36,649	16,079	26.5	31.1	7.9	2.5	.0011
Wyoming	306,571	21,626	23.0	30.8	16.0	6.4	.0103
TOTAL METRO COUNTIES	**7,764,751**	**22,082**	**23.7**	**28.5**	**15.9**	**9.7**	**.2653**
TOTAL STATE	**18,888,190**	**19,493**	**26.0**	**27.7**	**13.6**	**7.6**	**.6514**

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Wisconsin

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON - OSHKOSH - NEENAH	**310.5**	**.1265**	**31.0**	**12.3**	**17.3**	**18.9**	**24.2**	**114.0**	**1,692,673**	**310,018**	**174,732**	**267,637**	**101,865**	**374,090**	**37,794**
Calumet	35.3	.0144	30.0	10.6	16.8	19.0	22.7	12.0	123,576	26,713	13,872	19,366	3,935	33,125	4,312
Outagamie	136.8	.0557	30.3	11.6	17.5	18.9	22.9	49.2	837,463	151,623	74,374	166,707	62,510	194,688	13,207
• Appleton	64.3	.0262	31.3	12.3	18.3	18.6	24.7	24.9	411,951	89,711	38,706	97,434	43,660	52,351	8,266
Winnebago	138.4	.0564	32.0	13.3	17.4	19.0	25.8	52.8	731,634	131,682	86,486	81,564	35,420	150,277	20,275
• Neenah	23.5	.0096	31.9	10.7	17.3	19.8	24.9	9.1	134,250	28,768	11,853	4,660	5,109	29,979	7,420
• Oshkosh	51.9	.0211	31.6	18.2	16.9	15.9	28.4	20.6	413,644	66,376	51,253	62,431	17,968	75,744	9,873
SUBURBAN TOTAL	170.8	.0696	30.6	10.7	17.1	19.9	22.6	59.4	732,828	125,163	72,920	103,112	35,128	220,016	12,235
EAU CLAIRE	**139.0**	**.0566**	**30.6**	**14.5**	**16.9**	**17.1**	**25.4**	**50.1**	**930,753**	**152,226**	**88,575**	**120,611**	**45,995**	**253,016**	**19,908**
Chippewa	54.0	.0220	31.9	9.6	16.4	17.9	26.9	18.8	285,594	42,255	21,634	14,826	7,456	112,431	6,588
Eau Claire	85.0	.0346	29.8	17.6	17.4	16.6	24.4	31.3	645,159	110,971	66,941	105,785	38,539	140,535	13,320
• Eau Claire	55.0	.0224	29.0	22.3	17.4	14.4	25.2	20.7	585,143	99,736	57,758	104,032	33,957	117,275	12,688
SUBURBAN TOTAL	84.0	.0342	31.7	9.4	16.6	18.9	25.6	29.4	345,610	53,490	30,817	16,579	12,038	135,741	7,220
GREEN BAY	**189.3**	**.0771**	**30.0**	**12.2**	**18.6**	**18.8**	**21.9**	**70.4**	**1,214,905**	**178,573**	**130,669**	**260,905**	**77,093**	**268,186**	**18,350**
Brown	189.3	.0771	30.0	12.2	18.6	18.8	21.9	70.4	1,214,905	178,573	130,669	260,905	77,093	268,186	18,350
• Green Bay	94.2	.0384	31.1	13.0	19.0	16.9	25.6	38.7	733,419	92,694	85,287	163,358	54,835	130,924	14,060
SUBURBAN TOTAL	95.1	.0387	28.9	11.4	18.1	20.9	18.1	31.7	481,486	85,879	45,382	97,547	22,258	137,262	4,290
JANESVILLE - BELOIT	**138.0**	**.0562**	**31.7**	**11.0**	**17.0**	**20.0**	**24.4**	**51.4**	**844,402**	**172,139**	**87,144**	**148,998**	**35,952**	**162,012**	**29,466**
Rock	138.0	.0562	31.7	11.0	17.0	20.0	24.4	51.4	844,402	172,139	87,144	148,998	35,952	162,012	29,466
• Beloit	34.7	.0141	31.1	12.5	16.9	17.6	25.9	13.4	305,420	65,909	29,494	50,125	10,844	60,508	11,963
• Janesville	52.0	.0212	31.1	11.4	17.8	20.2	22.8	20.1	456,381	87,255	46,029	98,481	22,762	91,456	13,695
SUBURBAN TOTAL	51.3	.0209	32.9	9.5	16.1	21.6	25.0	17.9	82,601	18,975	11,621	394	2,346	10,018	3,808
KENOSHA	**120.6**	**.0491**	**32.2**	**11.2**	**16.9**	**19.8**	**25.5**	**43.8**	**665,226**	**170,811**	**87,457**	**93,382**	**29,671**	**95,020**	**25,170**
Kenosha	120.6	.0491	32.2	11.2	16.9	19.8	25.5	43.8	665,226	170,811	87,457	93,382	29,671	95,020	25,170
• Kenosha	75.1	.0306	32.0	12.1	17.3	18.2	26.5	28.0	498,621	126,125	64,079	80,249	26,279	73,486	21,748
SUBURBAN TOTAL	45.5	.0185	32.6	9.7	16.4	22.4	23.7	15.8	166,605	44,680	23,378	13,133	3,392	21,534	3,422
LA CROSSE	**95.7**	**.0390**	**30.5**	**16.8**	**17.3**	**16.9**	**25.4**	**35.7**	**627,868**	**100,944**	**61,704**	**110,821**	**51,101**	**138,828**	**17,133**
La Crosse	95.7	.0390	30.5	16.8	17.3	16.9	25.4	35.7	627,868	100,944	61,704	110,821	51,101	138,828	17,133
• La Crosse	49.5	.0202	30.9	23.3	14.7	13.9	30.1	19.7	519,127	66,673	51,092	101,266	49,197	109,480	12,881
SUBURBAN TOTAL	46.2	.0188	30.2	9.8	20.2	20.1	20.3	16.0	108,741	34,271	10,612	9,555	1,904	29,348	4,252
MADISON	**347.1**	**.1413**	**29.9**	**16.3**	**22.6**	**18.6**	**19.8**	**138.3**	**2,686,960**	**413,676**	**306,499**	**327,713**	**326,493**	**629,700**	**65,809**
Dane	347.1	.1413	29.9	16.3	22.6	18.6	19.8	138.3	2,686,960	413,676	306,499	327,713	326,493	629,700	65,809
• Madison	177.7	.0723	29.4	21.1	23.3	16.6	20.3	74.0	1,589,653	235,318	215,096	285,698	100,517	324,194	46,962
SUBURBAN TOTAL	169.4	.0690	30.4	11.4	21.9	20.6	19.3	64.3	1,097,307	178,358	91,403	42,015	225,976	305,506	18,847
MILWAUKEE	**1,390.9**	**.5662**	**32.4**	**11.1**	**17.7**	**19.5**	**25.9**	**529.4**	**8,469,597**	**1,778,849**	**931,317**	**1,129,076**	**478,381**	**1,894,278**	**275,417**
Milwaukee	930.4	.3788	32.7	12.0	18.1	17.5	28.3	373.4	5,912,690	1,193,193	709,777	834,594	377,129	1,173,876	201,824
• Milwaukee	[illegible]	.2461	31.4	[illegible]	[illegible]	[illegible]	27.6	[illegible]	[illegible]	737,403	467,455	384,325	224,608	525,423	126,711

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Green Bay MSA survey, Oct. 1986

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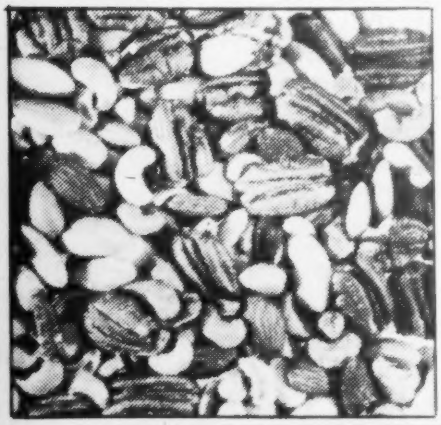
METRO AREA County City	POPULATION—12/31/87 Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish/ Appliance ($000)	Automotive ($000)	Drug ($000)
Wauwatosa	49.6	.0202	39.0	8.6	15.6	18.9	36.4	19.9	630,961	46,356	53,542	112,204	30,902	162,128	13,818
West Allis	64.0	.0261	35.9	11.4	17.0	16.9	34.1	27.4	513,005	86,561	53,430	53,887	46,993	150,879	13,286
Ozaukee	71.8	.0292	32.6	9.3	16.5	23.5	22.6	25.0	381,569	81,588	33,369	11,058	11,834	149,120	13,787
Washington	92.4	.0376	30.5	9.5	18.2	21.6	20.2	30.9	368,495	85,838	40,176	44,193	19,314	61,965	12,801
Waukesha	296.3	.1206	31.9	9.2	17.2	24.0	20.7	100.1	1,806,843	418,230	147,995	239,231	70,104	509,317	47,005
• Waukesha	53.0	.0216	29.5	13.1	21.0	19.0	19.3	19.9	446,307	85,729	32,763	56,834	12,726	163,789	11,094
SUBURBAN TOTAL	732.9	.2983	33.5	9.4	16.8	22.5	25.0	263.4	4,799,379	955,717	431,101	687,917	241,047	1,205,066	137,612
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,566.0***	***.6375***	***32.3***	***11.0***	***17.8***	***19.5***	***25.7***	***593.3***	***9,393,526***	***1,992,136***	***1,026,698***	***1,261,551***	***525,525***	***2,093,595***	***307,895***
RACINE	**175.1**	**.0713**	**31.6**	**10.5**	**17.2**	**19.9**	**24.3**	**63.9**	**923,929**	**213,287**	**95,381**	**132,475**	**47,144**	**199,317**	**32,478**
Racine	175.1	.0713	31.6	10.5	17.2	19.9	24.3	63.9	923,929	213,287	95,381	132,475	47,144	199,317	32,478
• Racine	82.7	.0337	31.5	11.3	17.8	17.0	26.9	32.7	545,488	143,815	50,863	110,382	30,721	61,824	29,600
SUBURBAN TOTAL	92.4	.0376	31.7	9.8	16.7	22.6	21.9	31.2	378,441	69,472	44,518	22,093	16,423	137,493	2,878
SHEBOYGAN	**103.3**	**.0420**	**33.2**	**10.3**	**16.5**	**18.4**	**28.5**	**38.1**	**490,736**	**107,234**	**50,711**	**84,378**	**20,138**	**113,063**	**15,728**
Sheboygan	103.3	.0420	33.2	10.3	16.5	18.4	28.5	38.1	490,736	107,234	50,711	84,378	20,138	113,063	15,728
• Sheboygan	47.8	.0195	34.3	10.7	16.2	16.8	32.0	19.0	329,813	72,565	33,498	68,681	13,975	70,768	12,692
SUBURBAN TOTAL	55.5	.0225	32.2	9.9	16.7	19.8	25.5	19.1	160,923	34,669	17,213	15,697	6,163	42,295	3,036
WAUSAU	**113.1**	**.0460**	**31.4**	**10.6**	**17.2**	**19.2**	**24.6**	**40.9**	**581,816**	**122,992**	**43,856**	**100,313**	**25,358**	**127,840**	**7,903**
Marathon	113.1	.0460	31.4	10.6	17.2	19.2	24.6	40.9	581,816	122,992	43,856	100,313	25,358	127,840	7,903
• Wausau	33.5	.0136	34.6	12.0	16.6	17.1	32.2	14.2	373,802	70,661	26,362	77,124	13,609	78,949	7,017
SUBURBAN TOTAL	79.6	.0324	30.1	10.1	17.5	20.1	21.4	26.7	208,014	52,331	17,494	23,189	11,749	48,891	886
OTHER COUNTIES															
Adams	13.8	.0056	38.0	8.2	15.2	18.8	35.3	5.2	25,854	7,967	2,895	1,877	648	6,756	531
Ashland	16.5	.0067	34.5	10.5	14.4	16.0	33.4	6.3	95,427	15,921	8,405	9,363	3,569	19,930	3,001
Barron	40.9	.0166	34.3	9.9	14.9	17.4	31.5	15.5	254,656	41,428	25,271	31,627	8,879	69,618	9,120
Bayfield	14.4	.0059	36.0	7.6	15.1	18.0	33.2	5.5	34,343	10,683	6,406	1,580	328	5,937	1,320
Buffalo	14.2	.0058	34.5	9.5	14.3	18.1	31.1	5.5	38,787	9,946	5,885	355	1,199	9,567	1,566
Burnett	14.1	.0057	38.6	7.4	13.3	17.9	36.7	5.3	50,185	11,204	5,347	2,393	887	13,791	534
Clark	34.3	.0139	33.6	8.6	14.1	17.3	30.7	12.0	87,659	25,584	7,241	4,608	2,553	24,042	3,745
Columbia	46.9	.0191	34.9	8.6	15.7	19.2	30.6	17.7	279,213	56,515	36,288	9,878	8,354	65,485	8,326
Crawford	16.7	.0068	33.6	8.5	15.1	17.3	30.6	6.0	66,097	14,610	6,751	4,938	2,414	23,191	1,543
Dodge	75.6	.0308	33.2	9.7	16.7	18.9	28.0	26.5	286,414	51,379	24,567	56,721	7,896	59,350	6,300
Door	27.3	.0111	34.3	10.0	16.2	16.8	32.0	10.7	150,950	34,771	26,220	12,574	4,961	28,715	3,588
☐ Douglas	41.8	.0170	33.0	11.7	16.7	17.0	29.6	16.2	210,982	37,021	34,412	22,805	4,913	34,528	5,895
• Superior	27.1	.0110	33.0	13.4	16.7	15.6	31.0	11.2	187,372	33,354	26,932	21,615	4,544	34,258	5,856
Dunn	35.7	.0146	28.5	20.8	15.9	15.5	24.2	12.1	144,052	33,349	17,276	15,727	4,020	32,919	4,627
Florence	4.2	.0017	36.6	7.8	13.3	18.3	33.8	1.4	7,248	1,405	2,111		63	2,408	245
Fond du Lac	90.5	.0368	32.1	10.9	16.7	18.3	26.8	32.0	466,464	117,931	42,592	62,217	26,066	115,287	14,791
Forest	9.4	.0039	34.5	9.6	13.1	17.3	32.0	3.4	15,489	6,141	1,679	931	403	659	360
Grant	51.8	.0210	30.1	15.6	14.6	16.5	26.3	17.7	230,169	55,482	23,227	14,375	9,693	62,716	5,957
Green	31.6	.0129	33.2	9.2	16.8	18.2	28.7	12.1	269,760	49,426	20,342	10,789	7,508	69,829	6,861
Green Lake	19.0	.0077	36.6	8.3	14.4	17.5	34.5	7.4	128,004	26,013	10,439	29,790	2,996	24,115	2,073
Iowa	20.5	.0084	32.2	9.7	16.1	17.2	28.2	7.6	295,572	26,827	12,346	3,118	6,266	37,898	6,310
Iron	6.4	.0026	40.7	8.4	13.3	16.3	40.2	2.7	56,853	16,378	6,495	2,420	872	8,391	414
Jackson	16.8	.0068	34.8	8.7	15.1	18.1	31.6	6.3	102,153	26,202	10,357	1,424	1,381	23,839	1,583
Jefferson	68.6	.0280	32.3	12.1	16.2	19.1	26.6	24.7	269,963	64,689	33,744	44,163	12,902	35,734	7,538
Juneau	21.8	.0088	35.6	8.3	13.8	18.2	32.7	8.5	100,591	17,[illegible]	10,155	4,158	2,301	23,226	3,240
Kewaunee	19.8	.0081	32.3	10.2	15.1	17.0	28.9	6.8	60,905	16,364	6,717	844	3,266	18,385	1,330
Lafayette	17.1	.0069	32.5	10.1	14.6	17.6	28.8	6.2	35,967	7,125	4,009	500	1,170	9,932	779



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Langlade	19.9	.0081	35.1	8.7	13.7	17.3	33.0	7.5	152,291	30,500	11,727	14,994	1,858	38,066	4,068
Lincoln	29.1	.0119	34.9	9.1	14.0	19.1	30.7	10.9	111,114	39,680	11,673	6,642	4,305	13,140	5,368
Manitowoc	82.3	.0335	33.1	10.1	16.0	18.1	28.8	29.9	360,040	76,312	35,506	72,697	16,221	65,969	9,796
Marinette	41.3	.0168	35.1	9.0	14.5	17.9	32.1	15.8	217,341	49,505	20,940	25,930	6,729	46,065	8,055
Marquette	13.5	.0055	38.8	7.5	13.2	17.6	37.2	5.5	28,785	8,190	6,009	393	561	6,111	575
Menominee	4.1	.0017	23.2	11.3	13.4	16.4	17.2	.9	4,223	2,323	343	984			
Monroe	36.8	.0150	33.5	9.0	15.6	18.4	29.3	13.3	177,607	40,322	22,497	18,007	5,064	33,089	5,541
Oconto	31.2	.0127	34.2	8.7	14.6	18.2	30.7	11.7	82,060	19,706	8,417	2,708	2,128	18,476	2,160
Oneida	32.7	.0133	36.1	8.8	15.1	19.9	31.7	12.9	225,077	44,201	25,570	27,543	6,553	57,087	4,533
Pepin	7.3	.0030	33.5	9.7	14.4	16.5	31.4	2.7	24,848	4,746	4,117	343	1,072	5,744	998
Pierce	33.6	.0137	29.0	16.7	16.8	17.1	22.8	11.4	120,042	27,873	21,648	245	5,662	28,214	7,353
Polk	35.0	.0142	34.0	8.6	15.7	17.8	30.7	13.2	134,159	32,109	18,208	3,099	4,627	28,699	6,024
Portage	59.6	.0243	28.2	18.5	17.4	16.7	21.5	20.1	318,466	52,380	34,705	37,090	15,482	63,569	6,570
Price	16.4	.0067	36.3	7.6	13.7	17.5	34.1	6.3	70,115	24,288	6,007	2,377	2,314	13,806	3,319
Richland	17.3	.0070	34.3	9.5	15.4	16.8	32.1	6.5	87,849	23,074	6,162	4,355	2,291	26,926	2,113
Rusk	16.0	.0065	33.6	9.4	14.5	16.3	31.7	5.8	56,233	13,228	3,421	3,560	1,490	6,713	2,154
☐ St. Croix	48.1	.0196	30.6	10.3	18.0	20.0	22.1	16.5	203,126	34,291	20,553	21,313	4,436	60,290	6,246
Sauk	45.7	.0186	34.2	9.0	15.8	18.4	30.3	17.6	227,987	70,686	29,304	13,192	8,190	35,184	9,518
Sawyer	14.8	.0060	37.5	7.5	13.5	18.4	34.9	5.5	67,993	20,666	7,178	1,457	1,652	11,211	2,029
Shawano	38.2	.0156	35.5	8.5	13.6	18.0	32.5	14.0	145,974	34,432	14,000	12,722	5,055	32,359	6,304
Taylor	18.9	.0077	31.8	10.3	14.6	17.0	28.4	6.5	56,701	9,099	4,679	2,707	3,316	20,468	1,777
Trempealeau	26.2	.0107	34.9	8.4	15.0	17.6	32.1	9.6	116,522	24,184	11,802	2,891	3,537	39,390	1,551
Vernon	26.5	.0108	36.6	8.0	14.4	18.0	34.2	10.0	88,241	27,704	8,743	1,606	5,725	13,115	3,238
Vilas	18.4	.0075	40.6	6.8	13.2	18.6	38.9	7.4	102,704	33,881	13,428	3,129	2,641	17,952	2,816
Walworth	73.5	.0299	32.4	13.8	15.8	18.7	27.2	27.3	413,852	93,697	66,036	18,963	9,091	100,218	12,129
Washburn	14.5	.0059	36.6	7.6	14.4	17.9	34.2	5.7	69,931	20,946	8,431	1,689	1,642	17,294	3,515
Waupaca	45.5	.0186	35.8	8.6	14.6	17.4	33.7	16.6	214,288	51,698	24,376	26,474	7,857	55,821	5,372
Waushara	20.8	.0084	37.5	7.9	14.1	18.0	35.2	8.3	74,264	15,124	5,295	4,249	945	21,456	796
Wood	77.1	.0314	31.8	10.7	16.3	18.7	26.0	28.6	616,715	98,521	50,552	113,550	22,552	157,024	9,018
TOTAL METRO COUNTIES	**3,212.5**	**1.3079**	**31.5**	**12.1**	**18.2**	**19.1**	**24.6**	**1,208.7**	**19,542,973**	**3,793,061**	**2,113,010**	**2,820,427**	**1,248,540**	**4,354,168**	**557,297**
TOTAL STATE	**4,836.6**	**1.9691**	**32.1**	**11.6**	**17.2**	**18.7**	**26.3**	**1,805.3**	**27,467,170**	**5,527,254**	**2,950,551**	**3,570,393**	**1,517,695**	**6,119,254**	**779,669**

WISC.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
APPLETON - OSHKOSH - NEENAH	**3,980,875**	**28,110**	**20.5**	**31.6**	**21.0**	**14.1**	**.1204**
Calumet	434,041	29,751	19.2	32.3	22.8	15.0	.0120
Outagamie	1,785,220	29,398	18.5	32.2	22.1	15.2	.0554
• Appleton	906,111	28,953	19.3	31.5	21.6	15.2	.02[illegible]4
Winnebago	1,761,614	26,335	22.5	30.9	19.6	13.0	.0530
• Neenah	326,736	28,818	18.9	32.6	21.4	15.2	.0096
• Oshkosh	622,800	22,196	27.6	29.0	15.2	10.6	.0220
SUBURBAN TOTAL	2,125,228	29,477	18.7	32.3	22.8	14.8	.0614
EAU CLAIRE	**1,580,362**	**23,463**	**25.5**	**28.6**	**17.2**	**11.8**	**.0541**

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Chippewa	641,019	25,889	23.1	28.8	18.3	15.1	.0200
Eau Claire	939,343	22,088	27.0	28.4	16.5	9.8	.0341
• Eau Claire	605,703	20,982	28.4	27.5	15.5	9.1	.0253
SUBURBAN TOTAL	974,659	25,2[illegible]5	23.5	29.3	18.3	13.7	.0288
GREEN BAY	**2,360,323**	**27,056**	**20.6**	**32.0**	**20.1**	**12.5**	**.0758**
Brown	2,360,323	27,056	20.6	32.0	20.1	12.5	.0758
• Green Bay	1,162,780	23,737	23.6	32.0	16.5	9.7	.0401
SUBURBAN TOTAL	1,197,543	30,948	16.9	32.1	24.6	15.9	.0357
JANESVILLE - BELOIT	**1,735,431**	**27,971**	**19.6**	**30.7**	**21.0**	**13.6**	**.0547**
Rock	1,735,431	27,971	19.6	30.7	21.0	13.6	.0547

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WISC. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Beloit	414,261	24,612	21.5	28.6	18.7	11.8	.0152
• Janesville	685,772	28,650	18.9	32.4	21.1	13.8	.0238
SUBURBAN TOTAL	635,398	29,321	18.9	30.4	22.7	14.8	.0157
KENOSHA	**1,841,789**	**34,483**	**16.4**	**23.9**	**21.9**	**27.1**	**.0515**
Kenosha	1,841,789	34,483	16.4	23.9	21.9	27.1	.0515
• Kenosha	1,123,556	32,555	17.6	24.6	21.5	24.4	.0333
SUBURBAN TOTAL	718,233	37,791	14.2	22.4	22.6	32.1	.0182
LA CROSSE	**1,205,528**	**25,070**	**23.2**	**29.2**	**18.5**	**13.3**	**.0389**
La Crosse	1,205,528	25,070	23.2	29.2	18.5	13.3	.0389
• La Crosse	607,174	21,497	26.5	26.3	15.5	11.4	.0236
SUBURBAN TOTAL	598,354	29,353	19.1	32.7	22.3	15.6	.0153
MADISON	**4,976,292**	**27,703**	**21.4**	**27.7**	**19.9**	**17.0**	**.1581**
Dane	4,976,292	27,703	21.4	27.7	19.9	17.0	.1581
• Madison	2,546,488	24,899	23.3	26.2	17.1	16.2	.0851
SUBURBAN TOTAL	2,429,804	30,378	19.2	29.8	23.0	17.9	.0730
MILWAUKEE	**19,741,526**	**29,668**	**19.0**	**27.3**	**21.6**	**18.5**	**.5856**
Milwaukee	12,618,997	26,269	21.6	28.1	19.5	14.5	.3875
• Milwaukee	7,494,976	23,462	23.7	28.0	17.9	11.2	.2289
Wauwatosa	843,959	33,535	17.8	26.4	23.7	23.5	.0295
West Allis	915,818	27,287	21.3	31.9	20.6	13.2	.0295
Ozaukee	1,189,014	38,530	12.8	24.2	25.0	31.2	.0317
Washington	1,191,362	32,436	15.3	30.8	25.8	18.4	.0333
Waukesha	4,742,153	39,137	12.1	23.8	27.4	30.4	.1331
• Waukesha	774,568	32,918	16.7	28.0	25.8	19.8	.0251
SUBURBAN TOTAL	11,471,982	35,047	14.9	26.4	24.8	25.3	.3316
MILWAUKEE - RACINE CONSOLIDATED AREA	***22,091,733***	***29,741***	***18.9***	***27.3***	***21.8***	***18.4***	***.6546***
RACINE	**2,350,207**	**30,328**	**17.7**	**28.4**	**23.2**	**17.4**	**.0690**
Racine	2,350,207	30,328	17.7	28.4	23.2	17.4	.0690
• Racine	1,077,138	26,696	20.7	28.4	21.0	13.4	.0341
SUBURBAN TOTAL	1,273,069	33,712	14.6	28.3	25.6	21.6	.0349
SHEBOYGAN	**1,374,100**	**29,266**	**19.8**	**29.9**	**22.4**	**15.6**	**.0393**
Sheboygan	1,374,100	29,266	19.8	29.9	22.4	15.6	.0393
• Sheboygan	637,868	26,821	21.8	29.5	20.0	13.6	.0203
SUBURBAN TOTAL	736,232	31,451	17.7	30.5	24.8	17.5	.0190
WAUSAU	**1,323,599**	**25,928**	**21.3**	**31.5**	**19.4**	**11.6**	**.0412**
Marathon	1,323,599	25,928	21.3	31.5	19.4	11.6	.0412
• Wausau	438,695	23,213	22.9	27.7	17.2	11.2	.0168
SUBURBAN TOTAL	884,904	27,139	20.5	33.3	20.6	11.9	.0244
OTHER COUNTIES							
Adams	151,697	21,524	27.4	27.7	15.2	10.3	.0040
Ashland	159,819	18,739	30.6	28.0	12.3	6.4	.0056
Barron	401,096	19,460	29.1	29.3	12.7	6.5	.0146
Bayfield	139,742	18,764	29.7	26.7	13.2	7.1	.0040
Buffalo	151,672	19,923	28.9	27.9	12.6	9.3	.0044
Burnett	130,799	19,201	30.1	28.2	12.0	7.5	.0042
Clark	303,411	18,498	28.7	27.9	10.9	7.3	.0093
Columbia	531,183	23,851	23.8	31.6	17.5	9.9	.0175
Crawford	154,578	18,044	30.5	27.3	10.4	7.2	.0051

EFFECTIVE BUYING INCOME—1987

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(D) $50,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Dodge	903,526	27,013	21.4	31.1	20.0	13.7	.0258
Door	341,998	24,119	24.7	32.1	16.0	11.7	.0105
☐ Douglas	487,078	23,306	24.0	28.0	17.5	11.0	.0151
• Superior	335,474	22,416	24.7	26.2	16.7	11.6	.0111
Dunn	315,699	18,270	30.6	28.1	10.6	6.6	.0106
Florence	40,408	20,931	26.1	26.0	14.4	11.5	.0011
Fond du Lac	1,049,834	26,343	22.2	32.4	20.1	11.4	.0328
Forest	86,204	19,120	32.1	29.4	11.6	5.9	.0025
Grant	518,330	21,449	25.4	29.6	13.9	10.0	.0168
Green	387,843	24,065	24.1	30.2	17.0	11.8	.0138
Green Lake	212,856	21,855	27.4	30.9	14.3	9.3	.0073
Iowa	190,129	18,550	31.1	29.7	9.3	6.7	.0104
Iron	52,649	14,500	35.2	25.1	5.6	2.4	.0024
Jackson	157,995	18,663	28.3	28.5	12.6	5.3	.0059
Jefferson	818,516	26,182	21.3	32.1	19.6	11.9	.0237
Juneau	221,415	19,061	29.9	28.4	11.2	7.9	.0071
Kewaunee	214,715	24,190	24.0	29.5	17.1	12.3	.0061
Lafayette	172,773	21,487	26.0	30.2	14.6	8.9	.0048
Langlade	202,448	19,852	28.3	28.5	11.9	9.2	.0077
Lincoln	308,696	21,271	27.6	[illegible]	14.3	7.9	.0093
Manitowoc	908,006	24,303	23.8	33.2	17.4	9.3	.0279
Marinette	422,914	20,784	26.2	30.4	14.7	6.6	.0141
Marquette	126,515	17,162	31.1	28.6	8.1	5.3	.0036
Menominee	23,519	21,269	33.4	34.5	12.9	5.8	.0009
Monroe	420,230	23,445	24.6	29.9	16.1	11.6	.0130
Oconto	313,338	20,347	28.2	29.0	14.2	7.6	.0091
Oneida	354,153	21,075	29.0	31.0	14.8	6.8	.0125
Pepin	79,877	22,474	24.7	29.6	15.0	10.9	.0023
Pierce	391,321	25,869	22.4	30.0	17.2	15.1	.0114
Polk	357,882	20,588	27.3	29.3	14.0	8.1	.0110
Portage	684,749	25,954	22.1	28.4	19.4	14.0	.0218
Price	168,364	19,729	26.7	26.9	14.8	7.7	.0052
Richland	176,680	20,243	27.6	30.5	12.1	8.0	.0058
Rusk	138,151	17,166	33.4	27.2	9.9	4.5	.0046
☐ St. Croix	619,356	30,678	17.9	27.1	22.4	19.3	.0175
Sauk	528,703	22,666	25.6	31.9	15.6	9.0	.0164
Sawyer	129,593	16,974	31.0	26.3	10.1	5.6	.0045
Shawano	373,683	19,744	28.2	28.7	13.1	7.6	.0119
Taylor	173,228	19,459	29.5	28.6	12.3	7.8	.0053
Trempealeau	243,967	19,134	29.7	30.0	11.0	6.3	.0082
Vernon	269,755	19,196	27.6	26.0	13.4	8.6	.0081
Vilas	193,295	19,129	31.6	29.6	11.2	6.8	.0066
Walworth	753,226	21,204	26.9	31.9	13.9	7.1	.0257
Washburn	134,882	17,527	32.7	27.1	10.5	4.7	.0047
Waupaca	466,067	21,530	25.4	31.4	14.5	7.7	.0152
Waushara	198,013	17,361	31.1	27.6	9.9	5.2	.0063
Wood	983,160	27,265	21.1	28.4	20.4	15.1	.0336
TOTAL METRO COUNTIES	**43,576,[illegible]**	**28,629**	**19.9**	**28.4**	**21.0**	**16.8**	**1.3212**
TOTAL STATE	**60,917,768**	**26,138**	**22.0**	**28.9**	**19.0**	**14.3**	**1.8782**

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Wyoming

S&MM ESTIMATES — POPULATION—12/31/87

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group: 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)
CASPER	**70.9**	**.0288**	**29.5**	**12.7**	**21.5**	**19.6**	**18.6**	**26.9**
Natrona	70.9	.0288	29.5	12.7	21.5	19.6	18.6	26.9
• Casper	47.5	.0193	30.2	12.8	21.3	19.5	20.3	18.4
SUBURBAN TOTAL	23.4	.0095	28.0	12.6	22.2	19.6	14.9	8.5
CHEYENNE	**73.7**	**.0300**	**30.5**	**12.6**	**19.2**	**19.9**	**21.4**	**28.8**
Laramie	73.7	.0300	30.5	12.6	19.2	19.9	21.4	28.8
• Cheyenne	53.0	.0216	31.7	11.5	19.1	19.7	24.0	21.6
SUBURBAN TOTAL	20.7	.0084	27.4	15.2	19.7	20.5	14.5	7.2
OTHER COUNTIES								
Albany	29.9	.0121	26.7	24.9	21.1	15.9	16.5	12.0
Big Horn	12.3	.0051	32.8	8.6	14.6	18.2	28.6	4.5
Campbell	32.6	.0132	26.2	14.7	24.8	18.6	9.6	11.3
Carbon	19.4	.0079	28.9	12.2	21.8	19.1	17.6	6.6
Converse	14.0	.0057	27.4	12.1	21.4	19.5	14.3	4.8
Crook	5.9	.0024	31.1	9.6	16.6	20.7	22.8	2.3
Fremont	35.8	.0146	29.2	11.2	19.4	20.3	18.5	12.4
Goshen	12.8	.0052	34.2	10.0	15.2	18.6	30.1	5.0
Hot Springs	5.9	.0024	34.4	9.4	15.8	17.7	31.4	2.2
Johnson	6.6	.0027	33.5	8.1	17.5	19.6	27.7	2.6
Lincoln	15.9	.0065	27.9	8.9	18.2	17.1	20.0	5.4
Niobrara	2.9	.0012	37.9	8.3	13.6	19.9	34.1	1.2
Park	24.1	.0098	32.0	10.9	17.5	20.7	24.0	9.1
Platte	10.5	.0043	30.8	10.0	20.2	20.0	21.4	4.2
Sheridan	26.3	.0107	32.2	9.6	19.6	18.4	26.0	10.2
Sublette	6.5	.0027	30.9	8.9	19.2	21.6	20.5	2.2
Sweetwater	44.5	.0181	27.4	12.6	22.7	18.6	14.1	15.8
Teton	11.4	.0046	30.4	12.5	29.2	22.4	14.2	5.0
Uinta	21.3	.0087	26.8	12.4	21.6	16.4	15.8	6.9
Washakie	9.8	.0040	30.6	9.6	17.5	19.5	22.8	3.5
Weston	7.4	.0030	30.6	10.7	18.0	19.7	22.3	2.8
TOTAL METRO COUNTIES	**144.6**	**.0588**	**30.0**	**12.6**	**20.3**	**19.8**	**20.0**	**55.7**
TOTAL STATE	**500.4**	**.2037**	**29.3**	**12.5**	**20.4**	**19.1**	**19.3**	**185.7**

RETAIL SALES BY STORE GROUP—1987

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
CASPER	**561,133**	**110,172**	**48,057**	**62,942**	**31,140**	**140,904**	**21,183**
Natrona	561,133	110,172	48,057	62,942	31,140	140,904	21,183
• Casper	516,074	99,752	39,814	61,312	30,669	136,740	20,905
SUBURBAN TOTAL	45,059	10,420	8,243	1,630	471	4,164	278
CHEYENNE	**640,460**	**95,530**	**63,468**	**84,934**	**31,938**	**134,836**	**22,537**
Laramie	640,460	95,530	63,468	84,934	31,938	134,836	22,537
• Cheyenne	576,243	80,235	59,965	79,704	31,153	126,875	22,438
SUBURBAN TOTAL	64,217	15,295	3,503	5,230	785	7,961	99
OTHER COUNTIES							
Albany	275,447	53,470	38,028	8,384	13,543	49,759	15,668
Big Horn	40,471	13,264	4,402	1,936	1,877	6,070	1,347
Campbell	271,545	62,694	23,890	20,941	16,489	49,536	15,044
Carbon	121,507	26,899	7,934	6,586	2,617	16,975	6,125
Converse	70,824	17,283	7,735	2,063	1,879	17,757	2,303
Crook	17,440	4,721	3,030	331	83	592	402
Fremont	236,407	51,983	19,988	20,263	7,957	53,739	10,465
Goshen	72,482	19,336	6,051	6,651	757	8,266	3,738
Hot Springs	41,824	15,159	3,348	943	643	6,931	1,485
Johnson	59,969	9,573	7,891	1,626	1,159	11,613	1,123
Lincoln	91,543	22,193	11,858	2,087	980	21,372	2,598
Niobrara	24,813	3,348	3,249	414	400	5,984	215
Park	179,148	46,404	12,336	25,265	5,227	33,442	4,609
Platte	44,198	12,215	4,458	3,652	848	9,644	443
Sheridan	172,504	28,074	14,666	15,139	8,542	40,843	11,430
Sublette	30,515	12,804	2,762	1,023	1,019	1,523	686
Sweetwater	277,932	65,440	23,300	32,765	10,795	48,812	8,017
Teton	178,205	29,077	24,856	8,464	7,899	13,639	5,730
Uinta	279,458	57,430	37,399	10,957	3,765	34,830	3,409
Washakie	66,745	10,370	3,523	5,928	2,872	24,754	1,607
Weston	54,356	12,070	3,231	1,608	770	13,626	1,978
TOTAL METRO COUNTIES	**1,201,593**	**205,702**	**111,525**	**147,876**	**63,078**	**275,740**	**43,720**
TOTAL STATE	**3,808,926**	**779,509**	**375,460**	**324,902**	**153,199**	**745,447**	**142,142**

WYO. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $5[illegible]00 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
CASPER	**902,621**	**27,945**	**18.6**	**31.7**	**20.9**	**14.7**	**.0308**
Natrona	902,621	27,945	18.6	31.7	20.9	14.7	.0308
• Casper	622,417	28,199	18.8	29.2	21.8	15.3	.0236
SUBURBAN TOTAL	280,204	27,505	18.2	36.9	19.2	13.4	.0072
CHEYENNE	**865,634**	**23,159**	**25.5**	**26.9**	**17.3**	**12.3**	**.0319**
Laramie	865,634	23,159	25.5	26.9	17.3	12.3	.0319
• Cheyenne	642,708	23,302	24.5	26.9	17.4	12.2	.0255
SUBURBAN TOTAL	222,926	22,762	28.4	26.6	16.9	12.5	.0064
OTHER COUNTIES							
Albany	336,073	20,399	24.4	25.7	14.2	10.9	.0130
Big Horn	114,649	19,841	26.2	29.5	12.2	8.0	.0036
Campbell	470,513	36,656	13.9	26.2	28.6	14.6	.0151
Carbon	216,459	28,028	17.9	30.3	22.1	14.1	.0074
Converse	161,015	29,046	16.3	34.5	22.9	13.8	.0051
Crook	59,045	20,017	30.5	30.1	11.7	8.3	.0017
Fremont	366,073	25,435	22.6	33.2	18.8	9.8	.0133
Goshen	128,494	19,189	27.6	27.7	10.6	9.7	.0044
Hot Springs	68,987	25,209	20.3	27.5	17.6	14.8	.0024
Johnson	67,906	18,250	28.1	26.0	10.7	9.5	.0027
Lincoln	164,080	25,093	23.5	30.8	16.8	12.6	.0057
Niobrara	27,483	16,321	27.5	24.6	8.3	7.7	.0011
Park	274,869	24,300	24.6	29.8	16.4	12.0	.0098
Platte	115,834	24,223	20.6	33.2	19.2	7.4	.0034
Sheridan	344,820	27,323	21.1	25.7	20.7	16.2	.0110
Sublette	59,691	21,731	26.2	31.0	14.4	9.0	.0020
Sweetwater	618,565	33,950	14.0	28.8	26.6	21.3	.0187
Teton	158,528	24,326	23.7	33.3	14.2	13.8	.0069
Uinta	266,227	34,112	13.9	28.0	29.4	18.5	.0112
Washakie	110,347	25,974	22.8	31.2	18.0	14.1	.0038
Weston	100,183	32,131	17.8	25.9	27.0	16.5	.0033
TOTAL METRO COUNTIES	**1,768,255**	**25,753**	**22.2**	**29.1**	**19.1**	**13.4**	**.0627**
TOTAL STATE	**5,998,096**	**26,551**	**21.1**	**29.1**	**19.7**	**14.2**	**.2083**

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